

Wedding Industry Report

For: Limestone TX - (County)

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Table of Contents

- Market Summary
- Median Spending & Spending Range Details
- Seasonality of Engagements
- Seasonality of Weddings
- Guest Details
- Travel Distance
- Item Summary
- Online Market
- Competitive Landscape
- Demographics by Age
- Demographics by Education
- Demographics by Household Income
- Demographics by Occupation
- Demographics by Race

Products & Services

Includes Number of Weddings (Demand), Average Spending per Wedding, Total Sales, and Spending Distribution per Product or Service

- Dress Accessories
- Tuxedo/suit/other Accessories
- Tuxedo/suit/other Rent/purchase
- Wedding Dress/es
- Hair Service
- Makeup Service
- Manicure & Pedicure
- DJ/MC
- Entertainment lighting
- Live Band
- Musician/s, Soloist, or Ensemble
- Bouquets
- Boutonnieres, Corsages
- Event Decorations
- Event Flowers & Arrangements
- Event 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
- Bracelet
- Earrings
- Engagement Ring
- Necklace
- Wedding ring/band for HER
- Wedding ring/band for HIM
- Digital or Photo cd/dvd
- Engagement Session
- Photo Booth
- Prints and/or Enlargements

- Wedding album/s or photo book/s
- Wedding Photographer
- Wedding Videographer
- A La Carte Services
- Day of Coordinator
- For Getting Started
- Full Service
- Month of Direction
- Ceremony Officiator
- Event Accessories
- Event Bar Service
- Event Food Service
- Event Location
- Event Rentals
- Hotel Room for After Reception
- Limo Rental
- Other Transportation
- Rehearsal Dinner
- Wedding Cake/dessert

Market Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for:
Market Totals - Market Summary in Limestone TX - (County).

About 54 (35%) of the 155 - 2017 weddings travelled into this area to marry.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

155

2017 Weddings

\$20,275

2017 Avg Spend

\$3,142,625

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	209	\$17,005	\$3,554,045
2009	199	\$15,606	\$3,105,594
2010	198	\$18,689	\$3,700,422
2011	197	\$18,145	\$3,574,565
2012	202	\$18,404	\$3,717,608
2013	192	\$18,804	\$3,610,368
2014	187	\$19,660	\$3,676,420
2015	173	\$20,326	\$3,516,398
2016	177	\$20,150	\$3,566,550
2017	155	\$20,275	\$3,142,625
2018	159	\$20,300	\$3,227,700
2019	162	\$20,655	\$3,346,110
2020	165	\$20,675	\$3,411,375
2021	165	\$21,012	\$3,466,980
2022	163	\$21,026	\$3,427,238

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Market Totals - Market Summary in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

155

2017 Weddings

\$20,275

2017 Avg Spend

\$ 12,239

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$10,000	50.3%	78	\$389,825
\$10,000 - \$19,999	26.6%	41	\$618,450
\$20,000 - \$29,999	13.6%	21	\$527,000
\$30,000 - \$49,999	6.8%	11	\$421,600
\$50,000 - \$99,999	2.3%	4	\$267,375
\$100,000+	0.6%	1	\$0

Seasonality of Engagements

136

Engaged Couples

16.2

Avg Months of Engagement

Engagements are based on couples living in the location only.

Table

Month	Percent of Engagements	Number of Engagements
January	8.7%	12
February	8.7%	12
March	8.9%	12
April	7.9%	11
May	7.6%	10
June	6.2%	8
July	8.5%	12
August	7.1%	10
September	6.6%	9
October	7.4%	10
November	7.4%	10
December	15.1%	21

Seasonality of Weddings

155

2017 Weddings

Table

Month	Percent of Weddings	Number of Weddings
January	3.9%	6
February	5.0%	8
March	8.9%	14
April	10.1%	16
May	10.1%	16
June	11.7%	18
July	8.9%	14
August	8.9%	14
September	7.8%	12
October	10.1%	16
November	7.8%	12
December	6.7%	10

Number of Guests by Range

126

Avg No. Guests US

54 - 64

Avg No. Guests This Market

Table

Range	Percent of Weddings	Number of Weddings
Less than 25	36.0%	56
25-50	7.0%	11
50-100	18.0%	28
101-150	18.0%	28
151-200	12.0%	19
201-300	6.0%	9
More than 300	2.0%	3

Average Spending by Number of Guests Range

This is the average spending by number of guests range in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$8,412
25-50	\$9,720
51-100	\$13,272
101-150	\$17,571
151-200	\$23,179
201-300	\$28,226
More than 300	\$58,134

Travel Distance

This is the distance that couples, living in the area, travel from their home to marry. It also includes the percent of weddings that travel into this market to marry.

49

Travel Distance U.S.

67 - 77

Travel Distance This Market

35%

Weddings travel to This Market

Table

Miles from Home	Percent of Weddings	Number of Weddings
Within 25 miles	36.0%	56
Within 50 miles	31.0%	48
Between 50 and 200 miles	18.0%	28
More than 200 miles	15.0%	23

Full Item Summary

This is the number of 2017 estimated weddings, estimated average amount spent, and estimated total sales for each item (product or service) we track. This includes weddings that originate and travel into this market.

155

2017 Weddings

\$20,275

2017 Avg Spend

\$3,142,625

2017 Total Sales

Category	Item	Est Weddings	Avg Spend	Total Sales
Market Totals				
	Market Summary	155	\$20,275	\$3,142,625
Attire & Accessories				
	Dress Accessories	119	\$212	\$25,302
	Tuxedo/suit/other Accessories	105	\$98	\$10,329
	Tuxedo/suit/other Rent/purchase	116	\$197	\$22,901
	Wedding Dress/es	126	\$1,154	\$144,885
Beauty & Spa				
	Hair Service	105	\$64	\$6,746
	Makeup Service	90	\$52	\$4,675
	Manicure & Pedicure	101	\$43	\$4,332
Entertainment				
	DJ/MC	91	\$690	\$63,100
	Entertainment lighting	51	\$322	\$16,470
	Live Band	31	\$1,598	\$49,538
	Musician/s, Soloist, or Ensemble	48	\$581	\$27,917
Flowers & Decorations				
	Bouquets	122	\$329	\$40,286
	Boutonnieres, Corsages	105	\$145	\$15,283
	Event Decorations	112	\$434	\$48,434
	Event Flowers & Arrangements	99	\$598	\$59,322
	Event Table Centerpieces	112	\$318	\$35,489
Gifts & Favors				
	Gift/s for Attendants	91	\$90	\$8,230
	Gift/s for Parents	82	\$107	\$8,790
	Tips (for all services)	105	\$338	\$35,625

Wedding Favors	104	\$210	\$21,809
Invitations			
Ceremony Programs	87	\$128	\$11,110
Engagement Announcements	65	\$110	\$7,161
Guest Book	109	\$62	\$6,727
Invitations & Reply Cards	124	\$227	\$28,148
Postage	121	\$106	\$12,815
Reception Menus	60	\$126	\$7,617
Save the Date Cards	91	\$113	\$10,334
Table Name and Escort/place Cards	78	\$86	\$6,665
Thank You Cards	115	\$91	\$10,438
Jewelry			
Bracelet	36	\$174	\$6,203
Earrings	57	\$149	\$8,545
Engagement Ring	118	\$3,188	\$375,546
Necklace	43	\$200	\$8,680
Wedding ring/band for HER	116	\$733	\$85,211
Wedding ring/band for HIM	122	\$427	\$52,286
Photography & Video			
Digital or Photo cd/dvd	73	\$279	\$20,325
Engagement Session	82	\$378	\$31,053
Photo Booth	34	\$370	\$12,617
Prints and/or Enlargements	81	\$227	\$18,296
Wedding album/s or photo book/s	74	\$399	\$29,686
Wedding Photographer	119	\$1,538	\$183,560
Wedding Videographer	57	\$1,026	\$58,841
Planner/Consultant			
A La Carte Services	9	\$905	\$8,416
Day of Coordinator	22	\$778	\$16,883
For Getting Started	8	\$838	\$6,495
Full Service	23	\$2,648	\$61,566
Month of Direction	8	\$1,019	\$7,897
Venue, Catering & Rentals			

Ceremony Officiator	109	\$195	\$21,158
Event Accessories	118	\$297	\$34,987
Event Bar Service	91	\$2,166	\$198,081
Event Food Service	115	\$4,262	\$488,851
Event Location	116	\$3,298	\$383,393
Event Rentals	104	\$1,585	\$164,602
Hotel Room for After Reception	93	\$287	\$26,691
Limo Rental	47	\$440	\$20,460
Other Transportation	40	\$472	\$19,022
Rehearsal Dinner	95	\$521	\$49,261
Wedding Cake/dessert	121	\$381	\$46,063

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Online Market

The Online Market includes what couples purchased via a computer and/or a mobile device.

\$3,142,625

2017 Total Wedding Sales

\$409,558

2017 Total Online Wedding Sales

Category	Item	Total Item Weddings	Online Demand	Online Weddings	Online Total Sales
Attire & Accessories					
	Dress Accessories	119	13.0%	16	\$3,289
	Tuxedo/suit/other Accessories	105	9.0%	9	\$930
	Tuxedo/suit/other Rent/purchase	116	8.0%	9	\$1,832
	Wedding Dress/es	126	11.0%	14	\$15,937
Beauty & Spa					
	Hair Service	105	6.0%	6	\$405
	Makeup Service	90	7.0%	6	\$327
	Manicure & Pedicure	101	5.0%	5	\$217
Entertainment					
	DJ/MC	91	13.0%	12	\$8,203
	Entertainment lighting	51	5.0%	3	\$824
	Live Band	31	6.0%	2	\$2,972
	Musician/s, Soloist, or Ensemble	48	8.0%	4	\$2,233
Flowers & Decorations					
	Bouquets	122	14.0%	17	\$5,640
	Boutonnieres, Corsages	105	12.0%	13	\$1,834
	Event Decorations	112	23.0%	26	\$11,140
	Event Flowers & Arrangements	99	12.0%	12	\$7,119
	Event Table Centerpieces	112	20.0%	22	\$7,098
Gifts & Favors					
	Gift/s for Attendants	91	32.0%	29	\$2,634
	Gift/s for Parents	82	24.0%	20	\$2,110
	Wedding Favors	104	36.0%	37	\$7,851
Invitations					

Ceremony Programs	87	22.0%	19	\$2,444
Engagement Announcements	65	25.0%	16	\$1,790
Guest Book	109	26.0%	28	\$1,749
Invitations & Reply Cards	124	40.0%	50	\$11,259
Postage	121	33.0%	40	\$4,229
Reception Menus	60	14.0%	8	\$1,066
Save the Date Cards	91	40.0%	37	\$4,134
Table Name and Escort/place Cards	78	26.0%	20	\$1,733
Thank You Cards	115	35.0%	40	\$3,653
Jewelry				
Bracelet	36	5.0%	2	\$310
Earrings	57	5.0%	3	\$427
Engagement Ring	118	12.0%	14	\$45,066
Necklace	43	5.0%	2	\$434
Wedding ring/band for HER	116	11.0%	13	\$9,373
Wedding ring/band for HIM	122	12.0%	15	\$6,274
Photography & Video				
Digital or Photo cd/dvd	73	20.0%	15	\$4,065
Engagement Session	82	12.0%	10	\$3,726
Photo Booth	34	7.0%	2	\$883
Prints and/or Enlargements	81	31.0%	25	\$5,672
Wedding album/s or photo book/s	74	24.0%	18	\$7,125
Wedding Photographer	119	15.0%	18	\$27,534
Wedding Videographer	57	7.0%	4	\$4,119
Planner/Consultant				
A La Carte Services	9	7.0%	1	\$589
Day of Coordinator	22	6.0%	1	\$1,013
For Getting Started	8	7.0%	1	\$455
Full Service	23	6.0%	1	\$3,694
Month of Direction	8	0%	0	\$0
Venue, Catering & Rentals				
Ceremony Officiator	109	6.0%	7	\$1,269

Event Accessories	118	26.0%	31	\$9,097
Event Bar Service	91	10.0%	9	\$19,808
Event Food Service	115	10.0%	11	\$48,885
Event Location	116	12.0%	14	\$46,007
Event Rentals	104	16.0%	17	\$26,336
Hotel Room for After Reception	93	37.0%	34	\$9,876
Limo Rental	47	12.0%	6	\$2,455
Other Transportation	40	12.0%	5	\$2,283
Rehearsal Dinner	95	9.0%	9	\$4,433
Wedding Cake/dessert	121	7.0%	8	\$3,224

Competitive Landscape

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 **Limestone TX - (County)**.

Table

Category	Est Businesses	Est Weddings per	Est Gross Sales per
Attire & Accessories	1	155	\$203,360
Beauty & Spa	3	36	\$3,672
Entertainment	2	55	\$55,715
Flowers & Decorations	3	50	\$64,150
Gifts & Favors	1	113	\$54,240
Invitations	2	71	\$46,292
Jewelry	3	46	\$159,206
Photography & Video	5	27	\$61,722
Planner/Consultant	1	18	\$11,754
Venue, Catering & Rentals	3	48	\$443,280

Weddings and Spending by Age Group

This shows the number of weddings and spending by age group.

Table

Age	% of Weddings	Number of Weddings	Average Spending
Age 15-19	2.3%	4	\$ 18,856
Age 20-24	17.6%	27	\$ 17,234
Age 25-29	27.8%	43	\$ 21,897
Age 30-34	18.8%	29	\$ 21,289
Age 35-39	9.7%	15	\$ 16,828
Age 40-44	6.8%	11	\$ 17,031
Age 45-49	5.1%	8	\$ 12,773
Age 50+	11.8%	18	\$ 20,731

Weddings and Spending by Education

This shows the number of weddings and spending by type of education.

Table

Education Level	% of Weddings	No. of Weddings	Average Spending
No High School Diploma	15.3%	24	\$ 40,145
High School Diploma	28.2%	44	\$ 15,004
Some College	27.7%	43	\$ 13,787
Professional Degree	1.1%	2	\$ 10,746
Associates Degree	8.5%	13	\$ 15,206
Bachelors Degree	12.4%	19	\$ 16,828
Masters or Doctorate Degree	6.8%	11	\$ 24,127

Weddings and Spending by Household Income

This shows the number of weddings and spending by household income.

Table

Household Income	Percent of Weddings	No. of Weddings	Average Spending
Less than \$25,000	18.5%	29	\$ 8,110
\$25,000-50,000	30.3%	47	\$ 9,327
\$50,000-75,000	24.2%	38	\$ 11,354
\$75,000-100,000	15.2%	24	\$ 13,179
\$100,000-150,000	9.0%	14	\$ 15,409
\$150,000-200,000	2.2%	3	\$ 16,017
More than \$200,000	0.6%	1	\$0

Weddings and Spending by Occupation

This shows the number of weddings and spending by occupation.

Table

Occupation	% of Weddings	No. of Weddings	Average Spending
Architecture & Engineering	2.3%	4	\$ 31,426
Arts Design Entertainment Sports & Media	1.7%	3	\$ 21,694
Building And Grounds Cleaning & Maintenance	2.8%	4	\$ 8,313
Business & Financial Operations	5.1%	8	\$ 26,155
Community & Social Services	1.1%	2	\$ 16,017
Computer & Mathematical Science	2.8%	4	\$ 20,072
Construction & Extraction	6.3%	10	\$ 22,100
Education Training & Library	6.8%	11	\$ 18,856
Farming Fishing & Forestry	0	0	\$0
Food Preparation & Serving Related	4.5%	7	\$ 13,990
Healthcare Practitioners & Technical	5.7%	9	\$ 20,478
Healthcare Support	2.3%	4	\$ 14,801
Installation Maintenance & Repair	4.0%	6	\$ 10,340
Legal	1.1%	2	\$ 25,749
Life Physical & Social Science	1.1%	2	\$ 15,409
Management	8.5%	13	\$ 20,275
Military Specific	1.7%	3	\$ 17,639
Office & Administrative Support	13.1%	20	\$ 16,220
Personal Care & Service	2.8%	4	\$ 16,626
Production	5.7%	9	\$ 16,828
Protective Service	2.8%	4	\$ 18,045
Sales & Related	11.4%	18	\$ 17,639
Transportation & Material Moving	5.7%	9	\$ 19,870

Weddings and Spending by Race

Table

Race	Percent of Weddings	No. of Weddings	Average Spending
White-Caucasian	76.8%	119	\$ 16,423
Black-African American	10.7%	17	\$ 18,248
Asian	0.0%	0	\$0
Other	12.4%	19	\$ 23,114
Of Hispanic, Latino, or Spanish Origin*	17.0%	26	\$ 20,275

* Included in all races

Attire & Accessories - Dress Accessories

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Attire & Accessories - Dress Accessories in Limestone TX - (County)**. Includes headpiece, veil, shoes, lingerie, sash, handbag, garter, etc.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

119

2017 Weddings

\$212

2017 Avg Spend

\$25,302

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	153	\$228	\$34,786
2009	139	\$208	\$28,974
2010	143	\$215	\$30,650
2011	138	\$204	\$28,132
2012	143	\$206	\$29,545
2013	136	\$209	\$28,491
2014	138	\$213	\$29,475
2015	130	\$214	\$27,767
2016	133	\$211	\$28,010
2017	119	\$212	\$25,302
2018	122	\$210	\$25,710
2019	125	\$210	\$26,195
2020	127	\$209	\$26,553
2021	129	\$209	\$26,898
2022	127	\$207	\$26,318

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Attire & Accessories - Dress Accessories in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

119

2017 Weddings

\$212

2017 Avg Spend

\$ 88

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	22.7%	27	\$ 675
\$50 - 100	25.6%	30	\$ 2,285
\$101 - 250	25.6%	30	\$ 5,331
\$251 - 500	15.3%	18	\$ 6,828
\$501 - 1000	8.0%	10	\$ 7,140
\$1000+	2.8%	3	\$ 4,998

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Dress Accessories in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$133
25-50	\$162
51-100	\$166
101-150	\$180
151-200	\$211
201-300	\$236
More than 300	\$367

Attire & Accessories - Tuxedo/suit/other Accessories

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Attire & Accessories - Tuxedo/suit/other Accessories in Limestone TX - (County)**. Includes cuff links, cummerbund, tie, pocket square, shoes, etc.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

105

2017 Weddings

\$98

2017 Avg Spend

\$10,329

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	140	\$189	\$26,466
2009	133	\$145	\$19,333
2010	137	\$103	\$14,072
2011	142	\$92	\$13,049
2012	147	\$92	\$13,566
2013	140	\$95	\$13,315
2014	133	\$94	\$12,480
2015	125	\$96	\$11,958
2016	126	\$97	\$12,190
2017	105	\$98	\$10,329
2018	108	\$99	\$10,704
2019	112	\$99	\$11,066
2020	114	\$100	\$11,385
2021	115	\$99	\$11,434
2022	114	\$95	\$10,840

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Attire & Accessories - Tuxedo/suit/other Accessories in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

105

2017 Weddings

\$98

2017 Avg Spend

\$ 54

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	38.6%	41	\$ 1,013
\$50 - 100	34.7%	36	\$ 2,733
\$101 - 250	19.3%	20	\$ 3,546
\$251 - 500	5.7%	6	\$ 2,244
\$501 - 1000	1.1%	1	\$ 866
\$1000+	0.6%	1	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Tuxedo/suit/other Accessories in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$75
25-50	\$77
51-100	\$80
101-150	\$80
151-200	\$93
201-300	\$108
More than 300	\$176

Attire & Accessories - Tuxedo/suit/other Rent/purchase

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Attire & Accessories - Tuxedo/suit/other Rent/purchase** in **Limestone TX - (County)**. Tuxedo (purchased or rented), suit (purchased or rented), or other attire options for groom only.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

116

2017 Weddings

\$197

2017 Avg Spend

\$22,901

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	146	\$231	\$33,795
2009	137	\$228	\$31,307
2010	139	\$251	\$34,789
2011	136	\$186	\$25,283
2012	141	\$186	\$26,300
2013	136	\$189	\$25,764
2014	135	\$189	\$25,447
2015	126	\$192	\$24,248
2016	129	\$196	\$25,325
2017	116	\$197	\$22,901
2018	119	\$196	\$23,373
2019	123	\$193	\$23,762
2020	125	\$187	\$23,450
2021	127	\$186	\$23,631
2022	126	\$184	\$23,094

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Attire & Accessories - Tuxedo/suit/other Rent/purchase in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

116

2017 Weddings

\$197

2017 Avg Spend

\$ 142

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	13.1%	15	\$ 380
\$50 - 100	28.4%	33	\$ 2,471
\$101 - 250	39.2%	45	\$ 7,958
\$251 - 500	12.5%	15	\$ 5,438
\$501 - 1000	4.5%	5	\$ 3,915
\$1000+	2.3%	3	\$ 4,002

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Tuxedo/suit/other Rent/purchase in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$173
25-50	\$147
51-100	\$176
101-150	\$169
151-200	\$193
201-300	\$187
More than 300	\$287

Attire & Accessories - Wedding Dress/es

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Attire & Accessories - Wedding Dress/es** in **Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

126

2017 Weddings

\$1,154

2017 Avg Spend

\$144,885

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	161	\$847	\$136,308
2009	153	\$954	\$146,181
2010	154	\$977	\$150,888
2011	154	\$1,084	\$166,567
2012	160	\$1,104	\$176,176
2013	152	\$1,126	\$170,792
2014	148	\$1,131	\$167,083
2015	138	\$1,162	\$160,821
2016	142	\$1,151	\$162,982
2017	126	\$1,154	\$144,885
2018	129	\$1,146	\$147,593
2019	133	\$1,145	\$152,102
2020	135	\$1,140	\$154,242
2021	137	\$1,152	\$157,766
2022	135	\$1,162	\$157,207

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Attire & Accessories - Wedding Dress/es in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

126

2017 Weddings

\$1,154

2017 Avg Spend

\$ 757

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	13.6%	17	\$ 4,284
\$250 - \$500	20.3%	26	\$ 9,592
\$501 - \$1,000	31.1%	39	\$ 29,390
\$1,001 - \$2,500	27.7%	35	\$ 61,079
\$2,501 - \$5,000	5.1%	6	\$ 24,097
\$5,000+	2.3%	3	\$ 21,735

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Dress/es in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$596
25-50	\$713
51-100	\$841
101-150	\$1,000
151-200	\$1,255
201-300	\$1,372
More than 300	\$2,096

Beauty & Spa - Hair Service

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Beauty & Spa - Hair Service** in **Limestone TX - (County)**. Per person

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

105

2017 Weddings

\$64

2017 Avg Spend

\$6,746

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	153	\$77	\$11,748
2009	139	\$76	\$10,587
2010	137	\$67	\$9,154
2011	136	\$62	\$8,428
2012	141	\$62	\$8,767
2013	134	\$61	\$8,198
2014	133	\$62	\$8,232
2015	125	\$63	\$7,847
2016	126	\$64	\$8,043
2017	105	\$64	\$6,746
2018	108	\$66	\$7,136
2019	112	\$66	\$7,377
2020	114	\$66	\$7,514
2021	115	\$66	\$7,623
2022	114	\$66	\$7,531

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Beauty & Spa - Hair Service in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

105

2017 Weddings

\$64

2017 Avg Spend

\$ 52

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$25	15.3%	16	\$ 209
\$26 - 50	31.8%	33	\$ 1,269
\$51 - 75	23.3%	24	\$ 1,541
\$76 - 100	16.5%	17	\$ 1,525
\$101 - 200	9.7%	10	\$ 1,528
\$200+	3.4%	4	\$ 1,071

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Hair Service in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$55
25-50	\$51
51-100	\$57
101-150	\$60
151-200	\$61
201-300	\$58
More than 300	\$70

Beauty & Spa - Makeup Service

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Beauty & Spa - Makeup Service** in **Limestone TX - (County)**. Per person

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

90

2017 Weddings

\$52

2017 Avg Spend

\$4,675

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	111	\$61	\$6,757
2009	103	\$60	\$6,209
2010	103	\$57	\$5,869
2011	108	\$49	\$5,309
2012	113	\$49	\$5,543
2013	108	\$50	\$5,376
2014	108	\$50	\$5,423
2015	102	\$51	\$5,206
2016	104	\$51	\$5,326
2017	90	\$52	\$4,675
2018	92	\$53	\$4,888
2019	94	\$53	\$4,980
2020	96	\$53	\$5,072
2021	97	\$52	\$5,062
2022	96	\$51	\$4,905

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Beauty & Spa - Makeup Service in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

90

2017 Weddings

\$52

2017 Avg Spend

\$ 40

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$25	26.6%	24	\$ 311
\$26 - 50	35.6%	32	\$ 1,218
\$51 - 75	19.2%	17	\$ 1,089
\$76 - 100	11.3%	10	\$ 895
\$101 - 200	5.1%	5	\$ 689
\$200+	2.3%	2	\$ 621

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Makeup Service in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$42
25-50	\$41
51-100	\$45
101-150	\$48
151-200	\$48
201-300	\$49
More than 300	\$71

Beauty & Spa - Manicure & Pedicure

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Beauty & Spa - Manicure & Pedicure in Limestone TX - (County)**. Per person

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

101

2017 Weddings

\$43

2017 Avg Spend

\$4,332

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	144	\$50	\$7,210
2009	133	\$49	\$6,533
2010	121	\$44	\$5,314
2011	122	\$41	\$5,008
2012	129	\$41	\$5,300
2013	125	\$41	\$5,117
2014	123	\$42	\$5,184
2015	114	\$42	\$4,796
2016	117	\$43	\$5,023
2017	101	\$43	\$4,332
2018	103	\$44	\$4,547
2019	105	\$44	\$4,633
2020	107	\$44	\$4,719
2021	109	\$44	\$4,792
2022	108	\$43	\$4,626

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Beauty & Spa - Manicure & Pedicure in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

101

2017 Weddings

\$43

2017 Avg Spend

\$ 35

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$25	20.8%	21	\$ 273
\$26 - 50	50.0%	51	\$ 1,919
\$51 - 75	20.2%	20	\$ 1,285
\$76 - 100	6.2%	6	\$ 551
\$101 - 200	1.7%	2	\$ 258
\$200+	1.1%	1	\$ 333

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Manicure & Pedicure in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$36
25-50	\$34
51-100	\$38
101-150	\$39
151-200	\$40
201-300	\$41
More than 300	\$59

Entertainment - DJ/MC

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Entertainment - DJ/MC in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

91

2017 Weddings

\$690

2017 Avg Spend

\$63,100

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	105	\$622	\$64,999
2009	111	\$671	\$74,776
2010	121	\$675	\$81,527
2011	120	\$633	\$76,068
2012	125	\$633	\$79,277
2013	119	\$632	\$75,233
2014	122	\$644	\$78,278
2015	114	\$683	\$77,985
2016	115	\$685	\$78,809
2017	91	\$690	\$63,100
2018	94	\$692	\$64,917
2019	97	\$695	\$67,554
2020	99	\$697	\$69,003
2021	101	\$700	\$70,455
2022	99	\$701	\$69,700

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Entertainment - DJ/MC in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

91

2017 Weddings

\$690

2017 Avg Spend

\$ 509

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	22.5%	20	\$ 5,119
\$250 - 500	30.9%	28	\$ 10,545
\$501 - 1000	31.5%	29	\$ 21,499
\$1001 - 2000	12.9%	12	\$ 17,609
\$2001 - 3500	1.7%	2	\$ 4,254
\$3500+	0.6%	1	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for DJ/MC in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$401
25-50	\$420
51-100	\$528
101-150	\$649
151-200	\$700
201-300	\$712
More than 300	\$865

Entertainment - Entertainment lighting

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Entertainment - Entertainment lighting in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

51

2017 Weddings

\$322

2017 Avg Spend

\$16,470

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2016	58	\$320	\$18,691
2017	51	\$322	\$16,470
2018	52	\$317	\$16,633
2019	55	\$318	\$17,515
2020	56	\$317	\$17,784
2021	56	\$318	\$17,840
2022	55	\$318	\$17,624

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Entertainment - Entertainment lighting in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

51

2017 Weddings

\$322

2017 Avg Spend

\$ 158

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	35.8%	18	\$ 913
\$100 - 250	29.5%	15	\$ 2,633
\$251 - 500	17.6%	9	\$ 3,366
\$501 - 1000	10.2%	5	\$ 3,902
\$1001 - 1500	4.0%	2	\$ 2,550
\$1500+	2.8%	1	\$ 3,213

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Entertainment lighting in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$188
25-50	\$183
51-100	\$273
101-150	\$274
151-200	\$315
201-300	\$506
More than 300	\$597

Entertainment - Live Band

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Entertainment - Live Band in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

31

2017 Weddings

\$1,598

2017 Avg Spend

\$49,538

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	48	\$1,652	\$79,412
2009	38	\$1,540	\$58,227
2010	50	\$1,580	\$78,210
2011	47	\$1,396	\$66,003
2012	48	\$1,393	\$67,533
2013	46	\$1,478	\$68,106
2014	50	\$1,517	\$76,593
2015	47	\$1,599	\$74,689
2016	46	\$1,581	\$72,758
2017	31	\$1,598	\$49,538
2018	32	\$1,590	\$50,562
2019	32	\$1,589	\$51,484
2020	33	\$1,583	\$52,239
2021	33	\$1,583	\$52,239
2022	33	\$1,579	\$51,475

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Entertainment - Live Band in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

31 **\$1,598** **\$ 615**
 2017 Weddings 2017 Avg Spend 2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	22.6%	7	\$ 1,752
\$250 - 500	14.7%	5	\$ 1,709
\$501 - 1000	20.3%	6	\$ 4,720
\$1001 - 2000	18.1%	6	\$ 8,417
\$2001 - 3500	9.6%	3	\$ 8,184
\$3500+	14.7%	5	\$ 23,924

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Live Band in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$471
25-50	\$545
51-100	\$869
101-150	\$1,370
151-200	\$1,562
201-300	\$1,871
More than 300	\$2,770

Entertainment - Musician/s, Soloist, or Ensemble

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Entertainment - Musician/s, Soloist, or Ensemble in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

48

2017 Weddings

\$581

2017 Avg Spend

\$27,917

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	59	\$488	\$28,558
2009	44	\$601	\$26,312
2010	73	\$504	\$36,923
2011	65	\$487	\$31,660
2012	69	\$486	\$33,378
2013	63	\$537	\$34,024
2014	69	\$547	\$37,847
2015	66	\$573	\$37,669
2016	65	\$576	\$37,722
2017	48	\$581	\$27,917
2018	49	\$577	\$28,440
2019	52	\$579	\$30,015
2020	53	\$584	\$30,835
2021	53	\$588	\$31,046
2022	52	\$591	\$30,827

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Entertainment - Musician/s, Soloist, or Ensemble in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

48

2017 Weddings

\$581

2017 Avg Spend

\$ 305

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	46.9%	23	\$ 5,628
\$250 - 500	28.8%	14	\$ 5,184
\$501 - 1000	15.3%	7	\$ 5,508
\$1001 - 2000	5.6%	3	\$ 4,032
\$2001 - 3500	1.1%	1	\$0
\$3500+	2.3%	1	\$ 5,796

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Musician/s, Soloist, or Ensemble in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$386
25-50	\$364
51-100	\$471
101-150	\$461
151-200	\$520
201-300	\$584
More than 300	\$1,168

Flowers & Decorations - Bouquets

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Flowers & Decorations - Bouquets** in **Limestone TX - (County)**. Total for all

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

122

2017 Weddings

\$329

2017 Avg Spend

\$40,286

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	161	\$293	\$47,152
2009	153	\$242	\$37,082
2010	154	\$303	\$46,795
2011	152	\$279	\$42,322
2012	158	\$280	\$44,117
2013	150	\$298	\$44,628
2014	148	\$310	\$45,796
2015	138	\$319	\$44,150
2016	142	\$330	\$46,728
2017	122	\$329	\$40,286
2018	126	\$332	\$41,703
2019	130	\$337	\$43,675
2020	132	\$342	\$45,144
2021	134	\$348	\$46,510
2022	132	\$353	\$46,607

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Flowers & Decorations - Bouquets in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

122

2017 Weddings

\$329

2017 Avg Spend

\$ 173

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	33.9%	41	\$ 2,068
\$101 - 250	24.3%	30	\$ 5,188
\$251 - 500	19.2%	23	\$ 8,784
\$501 - 750	12.4%	15	\$ 10,211
\$751 - 1000	2.8%	3	\$ 2,989
\$1000+	7.3%	9	\$ 13,359

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Bouquets in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$255
25-50	\$309
51-100	\$334
101-150	\$370
151-200	\$437
201-300	\$470
More than 300	\$767

Flowers & Decorations - Boutonnieres, Corsages

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Flowers & Decorations - Boutonnieres, Corsages in Limestone TX - (County)**. Includes all purchased

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

105

2017 Weddings

\$145

2017 Avg Spend

\$15,283

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	146	\$115	\$16,824
2009	139	\$99	\$13,791
2010	145	\$127	\$18,357
2011	138	\$117	\$16,134
2012	143	\$117	\$16,780
2013	136	\$128	\$17,449
2014	137	\$137	\$18,702
2015	128	\$140	\$17,923
2016	129	\$143	\$18,477
2017	105	\$145	\$15,283
2018	108	\$146	\$15,786
2019	112	\$150	\$16,767
2020	114	\$152	\$17,305
2021	115	\$154	\$17,787
2022	114	\$157	\$17,914

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Flowers & Decorations - Boutonnieres, Corsages in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

105

2017 Weddings

\$145

2017 Avg Spend

\$ 100

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	53.7%	56	\$ 2,819
\$101 - 250	35.0%	37	\$ 6,431
\$251 - 500	8.5%	9	\$ 3,347
\$501 - 750	1.7%	2	\$ 1,205
\$751 - 1000	0.6%	1	\$0
\$1000+	0.6%	1	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Boutonnieres, Corsages in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$82
25-50	\$98
51-100	\$111
101-150	\$120
151-200	\$147
201-300	\$168
More than 300	\$259

Flowers & Decorations - Event Decorations

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Flowers & Decorations - Event Decorations in Limestone TX - (County)**. Not table centerpieces, flowers, or accessories

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

112

2017 Weddings

\$434

2017 Avg Spend

\$48,434

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	136	\$401	\$54,476
2009	131	\$434	\$57,002
2010	131	\$397	\$51,880
2011	130	\$412	\$53,568
2012	133	\$412	\$54,928
2013	129	\$413	\$53,128
2014	131	\$430	\$56,287
2015	123	\$435	\$53,431
2016	126	\$433	\$54,415
2017	112	\$434	\$48,434
2018	114	\$430	\$49,226
2019	118	\$442	\$52,271
2020	120	\$434	\$52,275
2021	122	\$446	\$54,457
2022	121	\$438	\$52,832

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Flowers & Decorations - Event Decorations in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

112

2017 Weddings

\$434

2017 Avg Spend

\$ 245

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	25.6%	29	\$ 1,434
\$101 - 250	18.2%	20	\$ 3,567
\$251 - 500	19.9%	22	\$ 8,358
\$501 - 750	11.4%	13	\$ 8,618
\$751 - 1000	14.8%	17	\$ 14,504
\$1000+	10.2%	11	\$ 17,136

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Decorations in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$192
25-50	\$300
51-100	\$324
101-150	\$372
151-200	\$440
201-300	\$496
More than 300	\$756

Flowers & Decorations - Event Flowers & Arrangements

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Flowers & Decorations - Event Flowers & Arrangements in Limestone TX - (County)**. Not table centerpieces

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

99

\$598

\$59,322

2017 Weddings

2017 Avg Spend

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	140	\$695	\$97,321
2009	131	\$616	\$80,905
2010	131	\$658	\$85,987
2011	130	\$600	\$78,012
2012	133	\$601	\$80,125
2013	129	\$612	\$78,728
2014	129	\$604	\$77,934
2015	121	\$603	\$73,023
2016	122	\$600	\$73,278
2017	99	\$598	\$59,322
2018	102	\$590	\$60,038
2019	105	\$587	\$61,811
2020	107	\$582	\$62,420
2021	107	\$578	\$61,991
2022	106	\$573	\$60,709

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Flowers & Decorations - Event Flowers & Arrangements in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

99

2017 Weddings

\$598

2017 Avg Spend

\$ 181

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	27.5%	27	\$ 1,361
\$101 - 250	16.9%	17	\$ 2,928
\$251 - 500	19.7%	20	\$ 7,314
\$501 - 750	18.0%	18	\$ 12,029
\$751 - 1000	6.2%	6	\$ 5,371
\$1000+	11.8%	12	\$ 17,523

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Flowers & Arrangements in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$270
25-50	\$347
51-100	\$425
101-150	\$524
151-200	\$640
201-300	\$667
More than 300	\$954

Flowers & Decorations - Event Table Centerpieces

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Flowers & Decorations - Event Table Centerpieces in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

112

2017 Weddings

\$318

2017 Avg Spend

\$35,489

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	150	\$300	\$45,144
2009	133	\$308	\$41,066
2010	145	\$348	\$50,300
2011	130	\$308	\$40,046
2012	135	\$307	\$41,549
2013	131	\$311	\$40,604
2014	133	\$311	\$41,291
2015	123	\$317	\$38,937
2016	126	\$316	\$39,712
2017	112	\$318	\$35,489
2018	114	\$316	\$36,176
2019	118	\$316	\$37,370
2020	120	\$316	\$38,062
2021	122	\$316	\$38,584
2022	121	\$316	\$38,116

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Flowers & Decorations - Event Table Centerpieces in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

112

2017 Weddings

\$318

2017 Avg Spend

\$ 166

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	34.9%	39	\$ 1,954
\$101 - 250	30.9%	35	\$ 6,056
\$251 - 500	18.9%	21	\$ 7,938
\$501 - 750	6.9%	8	\$ 5,216
\$751 - 1000	3.4%	4	\$ 3,332
\$1000+	5.1%	6	\$ 8,568

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Table Centerpieces in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$123
25-50	\$179
51-100	\$214
101-150	\$276
151-200	\$355
201-300	\$390
More than 300	\$531

Gifts & Favors - Gift/s for Attendants

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Gifts & Favors - Gift/s for Attendants in Limestone TX - (County)**. Per person

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

91

2017 Weddings

\$90

2017 Avg Spend

\$8,230

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	111	\$267	\$29,576
2009	121	\$172	\$20,879
2010	125	\$180	\$22,453
2011	124	\$92	\$11,418
2012	129	\$92	\$11,894
2013	123	\$90	\$11,059
2014	123	\$98	\$12,095
2015	114	\$91	\$10,390
2016	117	\$91	\$10,631
2017	91	\$90	\$8,230
2018	94	\$90	\$8,443
2019	96	\$89	\$8,507
2020	97	\$89	\$8,664
2021	99	\$89	\$8,811
2022	98	\$89	\$8,704

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Gifts & Favors - Gift/s for Attendants in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

91

2017 Weddings

\$90

2017 Avg Spend

\$ 34

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	39.9%	36	\$ 908
\$50 - 100	28.1%	26	\$ 1,918
\$101 - 250	18.0%	16	\$ 2,867
\$251 - 500	9.0%	8	\$ 3,071
\$501 - 1000	3.4%	3	\$ 2,321
\$1000+	1.7%	2	\$ 2,321

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Gift/s for Attendants in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$59
25-50	\$46
51-100	\$62
101-150	\$86
151-200	\$85
201-300	\$95
More than 300	\$180

Gifts & Favors - Gift/s for Parents

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Gifts & Favors - Gift/s for Parents in Limestone TX - (County)**. Per parent

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

82

2017 Weddings

\$107

2017 Avg Spend

\$8,790

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	111	\$246	\$27,249
2009	111	\$137	\$15,267
2010	113	\$136	\$15,349
2011	110	\$95	\$10,480
2012	113	\$95	\$10,746
2013	108	\$101	\$10,860
2014	108	\$109	\$11,822
2015	102	\$105	\$10,717
2016	103	\$106	\$10,882
2017	82	\$107	\$8,790
2018	84	\$100	\$8,427
2019	86	\$99	\$8,500
2020	87	\$99	\$8,658
2021	89	\$99	\$8,821
2022	88	\$99	\$8,714

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Gifts & Favors - Gift/s for Parents in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

82

2017 Weddings

\$107

2017 Avg Spend

\$ 62

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	38.4%	31	\$ 787
\$50 - 100	35.0%	29	\$ 2,153
\$101 - 250	17.5%	14	\$ 2,511
\$251 - 500	5.6%	5	\$ 1,722
\$501 - 1000	2.3%	2	\$ 1,415
\$1000+	1.1%	1	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Gift/s for Parents in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$73
25-50	\$70
51-100	\$83
101-150	\$92
151-200	\$98
201-300	\$115
More than 300	\$206

Gifts & Favors - Tips (for all services)

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Gifts & Favors - Tips (for all services) in Limestone TX - (County)**. Total tips for all services

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

105

2017 Weddings

\$338

2017 Avg Spend

\$35,625

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	144	\$339	\$48,887
2009	135	\$338	\$45,738
2010	139	\$343	\$47,540
2011	138	\$333	\$45,921
2012	143	\$332	\$47,615
2013	136	\$336	\$45,804
2014	137	\$351	\$47,915
2015	128	\$338	\$43,271
2016	129	\$335	\$43,285
2017	105	\$338	\$35,625
2018	108	\$340	\$36,761
2019	112	\$342	\$38,229
2020	114	\$345	\$39,278
2021	115	\$348	\$40,194
2022	114	\$349	\$39,821

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Gifts & Favors - Tips (for all services) in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

105

2017 Weddings

\$338

2017 Avg Spend

\$ 187

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	31.3%	33	\$ 1,643
\$101 - 250	27.8%	29	\$ 5,108
\$251 - 500	22.7%	24	\$ 8,938
\$501 - 750	9.1%	10	\$ 6,450
\$751 - 1000	1.7%	2	\$ 1,562
\$1000+	7.4%	8	\$ 11,655

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Tips (for all services) in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$162
25-50	\$215
51-100	\$274
101-150	\$324
151-200	\$340
201-300	\$368
More than 300	\$449

Gifts & Favors - Wedding Favors

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Gifts & Favors - Wedding Favors** in **Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

104

2017 Weddings

\$210

2017 Avg Spend

\$21,809

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	142	\$298	\$42,352
2009	135	\$235	\$31,800
2010	145	\$240	\$34,690
2011	136	\$190	\$25,827
2012	141	\$190	\$26,866
2013	134	\$198	\$26,611
2014	131	\$213	\$27,882
2015	123	\$206	\$25,303
2016	124	\$209	\$25,895
2017	104	\$210	\$21,809
2018	107	\$207	\$22,052
2019	110	\$205	\$22,583
2020	112	\$202	\$22,664
2021	114	\$199	\$22,656
2022	112	\$195	\$21,932

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Gifts & Favors - Wedding Favors in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

104

2017 Weddings

\$210

2017 Avg Spend

\$ 132

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	11.9%	12	\$ 309
\$50 - 100	24.9%	26	\$ 1,942
\$101 - 250	34.5%	36	\$ 6,279
\$251 - 500	19.2%	20	\$ 7,488
\$501 - 1000	6.8%	7	\$ 5,304
\$1000+	2.8%	3	\$ 4,368

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Favors in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$91
25-50	\$122
51-100	\$151
101-150	\$186
151-200	\$215
201-300	\$259
More than 300	\$364

Invitations - Ceremony Programs

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Invitations - Ceremony Programs in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

87

2017 Weddings

\$128

2017 Avg Spend

\$11,110

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	115	\$114	\$13,104
2009	115	\$85	\$9,811
2010	117	\$102	\$11,916
2011	116	\$92	\$10,693
2012	121	\$92	\$11,150
2013	115	\$97	\$11,174
2014	114	\$108	\$12,320
2015	107	\$122	\$13,086
2016	108	\$128	\$13,820
2017	87	\$128	\$11,110
2018	89	\$131	\$11,664
2019	92	\$134	\$12,374
2020	94	\$135	\$12,697
2021	94	\$137	\$12,885
2022	93	\$139	\$12,914

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Invitations - Ceremony Programs in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

87

2017 Weddings

\$128

2017 Avg Spend

\$ 67

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	36.2%	31	\$ 787
\$50 - 100	39.0%	34	\$ 2,545
\$101 - 250	16.9%	15	\$ 2,573
\$251 - 500	5.1%	4	\$ 1,664
\$501 - 1000	1.7%	1	\$ 1,109
\$1000+	1.1%	1	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Ceremony Programs in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$57
25-50	\$112
51-100	\$89
101-150	\$96
151-200	\$119
201-300	\$149
More than 300	\$302

Invitations - Engagement Announcements

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Invitations - Engagement Announcements in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

65

2017 Weddings

\$110

2017 Avg Spend

\$7,161

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	63	\$144	\$9,029
2009	60	\$130	\$7,761
2010	59	\$140	\$8,316
2011	71	\$90	\$6,383
2012	75	\$90	\$6,727
2013	71	\$90	\$6,394
2014	75	\$97	\$7,256
2015	69	\$106	\$7,335
2016	71	\$109	\$7,717
2017	65	\$110	\$7,161
2018	67	\$108	\$7,212
2019	68	\$106	\$7,212
2020	69	\$104	\$7,207
2021	71	\$103	\$7,308
2022	70	\$101	\$7,079

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Invitations - Engagement Announcements in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

65

2017 Weddings

\$110

2017 Avg Spend

\$ 65

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	42.0%	27	\$ 683
\$50 - 100	31.8%	21	\$ 1,550
\$101 - 250	17.0%	11	\$ 1,934
\$251 - 500	6.8%	4	\$ 1,658
\$501 - 1000	1.1%	1	\$0
\$1000+	1.1%	1	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Engagement Announcements in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$55
25-50	\$72
51-100	\$73
101-150	\$82
151-200	\$100
201-300	\$124
More than 300	\$335

Invitations - Guest Book

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Invitations - Guest Book in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

109

2017 Weddings

\$62

2017 Avg Spend

\$6,727

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	146	\$52	\$7,608
2009	135	\$53	\$7,172
2010	145	\$55	\$7,950
2011	136	\$51	\$6,932
2012	141	\$51	\$7,211
2013	134	\$50	\$6,720
2014	133	\$55	\$7,302
2015	125	\$60	\$7,474
2016	126	\$61	\$7,666
2017	109	\$62	\$6,727
2018	111	\$62	\$6,901
2019	115	\$63	\$7,246
2020	117	\$63	\$7,380
2021	117	\$64	\$7,498
2022	116	\$64	\$7,407

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Invitations - Guest Book in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

109

2017 Weddings

\$62

2017 Avg Spend

\$ 35

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	72.3%	79	\$ 1,970
\$50 - 100	19.8%	22	\$ 1,619
\$101 - 250	5.6%	6	\$ 1,068
\$251 - 500	1.1%	1	\$ 450
\$501 - 1000	0.6%	1	\$0
\$1000+	0.6%	1	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Guest Book in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$34
25-50	\$38
51-100	\$46
101-150	\$53
151-200	\$51
201-300	\$67
More than 300	\$182

Invitations - Invitations & Reply Cards

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Invitations - Invitations & Reply Cards in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

124

2017 Weddings

\$227

2017 Avg Spend

\$28,148

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	159	\$261	\$41,457
2009	151	\$217	\$32,819
2010	154	\$237	\$36,602
2011	154	\$215	\$33,037
2012	160	\$214	\$34,150
2013	152	\$210	\$31,853
2014	148	\$216	\$31,910
2015	138	\$230	\$31,832
2016	142	\$227	\$32,143
2017	124	\$227	\$28,148
2018	127	\$223	\$28,366
2019	131	\$221	\$29,000
2020	134	\$217	\$29,002
2021	135	\$213	\$28,819
2022	134	\$208	\$27,801

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Invitations - Invitations & Reply Cards in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

124

2017 Weddings

\$227

2017 Avg Spend

\$ 84

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	19.7%	24	\$ 611
\$50 - 100	28.1%	35	\$ 2,613
\$101 - 250	28.1%	35	\$ 6,098
\$251 - 500	16.3%	20	\$ 7,580
\$501 - 1000	5.6%	7	\$ 5,208
\$1000+	2.2%	3	\$ 4,092

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Invitations & Reply Cards in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$84
25-50	\$92
51-100	\$144
101-150	\$199
151-200	\$243
201-300	\$316
More than 300	\$475

Invitations - Postage

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Invitations - Postage** in **Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

121

2017 Weddings

\$106

2017 Avg Spend

\$12,815

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	159	\$79	\$12,548
2009	151	\$74	\$11,192
2010	152	\$79	\$12,044
2011	152	\$93	\$14,107
2012	160	\$93	\$14,841
2013	152	\$94	\$14,258
2014	148	\$101	\$14,921
2015	138	\$107	\$14,809
2016	142	\$106	\$15,010
2017	121	\$106	\$12,815
2018	124	\$106	\$13,146
2019	128	\$106	\$13,566
2020	130	\$107	\$13,947
2021	132	\$107	\$14,124
2022	130	\$107	\$13,953

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Invitations - Postage in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

121

2017 Weddings

\$106

2017 Avg Spend

\$ 51

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	36.9%	45	\$ 1,116
\$50 - 100	36.9%	45	\$ 3,349
\$101 - 250	20.5%	25	\$ 4,341
\$251 - 500	4.0%	5	\$ 1,815
\$501 - 1000	1.1%	1	\$ 998
\$1000+	0.6%	1	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Postage in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$44
25-50	\$45
51-100	\$62
101-150	\$84
151-200	\$112
201-300	\$156
More than 300	\$319

Invitations - Reception Menus

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Invitations - Reception Menus in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

60

2017 Weddings

\$126

2017 Avg Spend

\$7,617

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	69	\$126	\$8,690
2009	66	\$80	\$5,254
2010	77	\$111	\$8,571
2011	79	\$97	\$7,644
2012	83	\$96	\$7,951
2013	79	\$94	\$7,400
2014	82	\$110	\$9,051
2015	78	\$125	\$9,731
2016	78	\$126	\$9,813
2017	60	\$126	\$7,617
2018	62	\$128	\$7,937
2019	65	\$127	\$8,230
2020	66	\$129	\$8,514
2021	66	\$131	\$8,646
2022	65	\$132	\$8,606

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Invitations - Reception Menus in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

60

2017 Weddings

\$126

2017 Avg Spend

\$ 45

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	46.9%	28	\$ 703
\$50 - 100	31.1%	19	\$ 1,400
\$101 - 250	12.4%	7	\$ 1,302
\$251 - 500	5.6%	3	\$ 1,260
\$501 - 1000	1.7%	1	\$ 765
\$1000+	2.3%	1	\$ 2,070

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Reception Menus in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$50
25-50	\$113
51-100	\$84
101-150	\$93
151-200	\$109
201-300	\$160
More than 300	\$388

Invitations - Save the Date Cards

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Invitations - Save the Date Cards in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

91

2017 Weddings

\$113

2017 Avg Spend

\$10,334

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	90	\$105	\$9,436
2009	98	\$97	\$9,458
2010	113	\$116	\$13,092
2011	108	\$98	\$10,618
2012	113	\$98	\$11,086
2013	108	\$100	\$10,752
2014	110	\$104	\$11,474
2015	104	\$113	\$11,729
2016	106	\$113	\$12,001
2017	91	\$113	\$10,334
2018	94	\$114	\$10,694
2019	96	\$114	\$10,896
2020	97	\$114	\$11,098
2021	99	\$115	\$11,385
2022	98	\$115	\$11,247

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Invitations - Save the Date Cards in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

91

2017 Weddings

\$113

2017 Avg Spend

\$ 59

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	36.7%	33	\$ 835
\$50 - 100	35.0%	32	\$ 2,389
\$101 - 250	20.9%	19	\$ 3,328
\$251 - 500	5.1%	5	\$ 1,740
\$501 - 1000	1.7%	2	\$ 1,160
\$1000+	0.6%	1	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Save the Date Cards in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$52
25-50	\$57
51-100	\$68
101-150	\$90
151-200	\$118
201-300	\$143
More than 300	\$292

Invitations - Table Name and Escort/place Cards

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Invitations - Table Name and Escort/place Cards in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

78

2017 Weddings

\$86

2017 Avg Spend

\$6,665

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	115	\$88	\$10,116
2009	101	\$61	\$6,191
2010	113	\$78	\$8,803
2011	102	\$66	\$6,761
2012	105	\$65	\$6,828
2013	102	\$72	\$7,327
2014	105	\$77	\$8,063
2015	97	\$84	\$8,138
2016	97	\$85	\$8,275
2017	78	\$86	\$6,665
2018	80	\$86	\$6,837
2019	83	\$86	\$7,105
2020	84	\$87	\$7,321
2021	84	\$87	\$7,321
2022	83	\$88	\$7,315

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Invitations - Table Name and Escort/place Cards in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

78

2017 Weddings

\$86

2017 Avg Spend

\$ 41

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	52.0%	41	\$ 1,014
\$50 - 100	31.6%	25	\$ 1,849
\$101 - 250	11.3%	9	\$ 1,542
\$251 - 500	3.4%	3	\$ 995
\$501 - 1000	1.1%	1	\$0
\$1000+	0.6%	0	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Table Name and Escort/place Cards in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$44
25-50	\$52
51-100	\$56
101-150	\$67
151-200	\$78
201-300	\$111
More than 300	\$266

Invitations - Thank You Cards

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Invitations - Thank You Cards in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

115

2017 Weddings

\$91

2017 Avg Spend

\$10,438

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	140	\$71	\$9,942
2009	147	\$71	\$10,455
2010	149	\$87	\$12,920
2011	144	\$78	\$11,217
2012	149	\$78	\$11,659
2013	142	\$78	\$11,082
2014	140	\$83	\$11,641
2015	131	\$90	\$11,833
2016	135	\$90	\$12,107
2017	115	\$91	\$10,438
2018	118	\$93	\$10,942
2019	122	\$94	\$11,421
2020	124	\$95	\$11,756
2021	125	\$96	\$12,038
2022	124	\$97	\$12,016

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Invitations - Thank You Cards in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

115

2017 Weddings

\$91

2017 Avg Spend

\$ 45

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	46.6%	54	\$ 1,340
\$50 - 100	33.7%	39	\$ 2,907
\$101 - 250	14.6%	17	\$ 2,938
\$251 - 500	3.9%	4	\$ 1,682
\$501 - 1000	0.6%	1	\$0
\$1000+	0.6%	1	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Thank You Cards in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$44
25-50	\$46
51-100	\$60
101-150	\$74
151-200	\$91
201-300	\$114
More than 300	\$272

Jewelry - Bracelet

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Jewelry - Bracelet** in **Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

36

2017 Weddings

\$174

2017 Avg Spend

\$6,203

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2016	41	\$174	\$7,084
2017	36	\$174	\$6,203
2018	37	\$176	\$6,436
2019	37	\$177	\$6,595
2020	38	\$177	\$6,717
2021	38	\$177	\$6,717
2022	37	\$177	\$6,636

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Jewelry - Bracelet in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

36

2017 Weddings

\$174

2017 Avg Spend

\$ 63

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	67.8%	24	\$ 6,102
\$100 - \$200	13.6%	5	\$ 3,672
\$201 - \$300	4.5%	2	\$ 2,835
\$301 - \$400	4.0%	1	\$ 5,400
\$401 - \$500	3.4%	1	\$ 9,180
\$500+	6.8%	2	\$ 36,720

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Bracelet in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$134
25-50	\$81
51-100	\$90
101-150	\$103
151-200	\$233
201-300	\$247
More than 300	\$603

Jewelry - Earrings

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Jewelry - Earrings** in **Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

57

2017 Weddings

\$149

2017 Avg Spend

\$8,545

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2016	65	\$149	\$9,758
2017	57	\$149	\$8,545
2018	59	\$150	\$8,825
2019	62	\$151	\$9,296
2020	63	\$151	\$9,468
2021	63	\$152	\$9,530
2022	62	\$152	\$9,415

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Jewelry - Earrings in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

57

2017 Weddings

\$149

2017 Avg Spend

\$ 60

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	72.0%	41	\$ 10,260
\$100 - \$200	12.0%	7	\$ 5,130
\$201 - \$300	4.6%	3	\$ 4,589
\$301 - \$400	3.4%	2	\$ 7,268
\$401 - \$500	2.3%	1	\$ 9,833
\$500+	5.7%	3	\$ 48,735

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Earrings in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$122
25-50	\$73
51-100	\$105
101-150	\$109
151-200	\$171
201-300	\$235
More than 300	\$409

Jewelry - Engagement Ring

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Jewelry - Engagement Ring in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

118

2017 Weddings

\$3,188

2017 Avg Spend

\$375,546

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	132	\$2,902	\$382,106
2009	125	\$2,875	\$360,439
2010	139	\$3,136	\$434,650
2011	138	\$2,932	\$404,323
2012	143	\$2,939	\$421,511
2013	136	\$3,016	\$411,141
2014	137	\$3,048	\$416,082
2015	128	\$3,174	\$406,335
2016	131	\$3,177	\$416,123
2017	118	\$3,188	\$375,546
2018	121	\$3,197	\$386,325
2019	125	\$3,215	\$401,039
2020	127	\$3,224	\$409,609
2021	127	\$3,237	\$411,261
2022	126	\$3,242	\$406,903

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Jewelry - Engagement Ring in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

118

2017 Weddings

\$3,188

2017 Avg Spend

\$ 1,550

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$500	16.9%	20	\$ 4,986
\$501 - \$1,000	15.8%	19	\$ 13,983
\$1,001 - \$2,500	23.7%	28	\$ 48,940
\$2,501 - \$5,000	21.5%	25	\$ 95,138
\$5,001 - \$10,000	14.7%	17	\$130,095
\$10,000+	7.3%	9	\$129,210

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Engagement Ring in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$1,910
25-50	\$1,940
51-100	\$2,410
101-150	\$2,969
151-200	\$3,380
201-300	\$3,703
More than 300	\$4,615

Jewelry - Necklace

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Jewelry - Necklace** in **Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

43

2017 Weddings

\$200

2017 Avg Spend

\$8,680

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2016	50	\$200	\$9,912
2017	43	\$200	\$8,680
2018	45	\$202	\$8,993
2019	45	\$202	\$9,163
2020	46	\$203	\$9,379
2021	48	\$204	\$9,761
2022	47	\$204	\$9,643

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Jewelry - Necklace in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

43

2017 Weddings

\$200

2017 Avg Spend

\$ 70

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	62.9%	27	\$ 6,762
\$100 - \$200	14.3%	6	\$ 4,612
\$201 - \$300	7.4%	3	\$ 5,569
\$301 - \$400	3.4%	1	\$ 5,483
\$401 - \$500	3.4%	1	\$ 10,965
\$500+	8.6%	4	\$ 55,470

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Necklace in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$159
25-50	\$98
51-100	\$136
101-150	\$155
151-200	\$212
201-300	\$311
More than 300	\$627

Jewelry - Wedding ring/band for HER

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Jewelry - Wedding ring/band for HER in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

116

2017 Weddings

\$733

2017 Avg Spend

\$85,211

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	140	\$1,019	\$142,691
2009	139	\$968	\$134,842
2010	137	\$1,017	\$138,943
2011	142	\$617	\$87,515
2012	143	\$665	\$95,374
2013	142	\$651	\$92,494
2014	135	\$654	\$88,055
2015	123	\$721	\$88,560
2016	131	\$733	\$96,008
2017	116	\$733	\$85,211
2018	119	\$724	\$86,337
2019	123	\$719	\$88,523
2020	125	\$714	\$89,536
2021	127	\$712	\$90,460
2022	126	\$707	\$88,736

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Jewelry - Wedding ring/band for HER in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

116

2017 Weddings

\$733

2017 Avg Spend

\$ 478

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	30.1%	35	\$ 4,365
\$250 - 500	18.8%	22	\$ 8,178
\$501 - 750	12.5%	15	\$ 9,063
\$751 - 1000	11.4%	13	\$ 11,571
\$1001 - 1500	14.8%	17	\$ 21,460
\$1500+	12.5%	15	\$ 32,625

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding ring/band for HER in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$500
25-50	\$574
51-100	\$635
101-150	\$737
151-200	\$872
201-300	\$960
More than 300	\$1,291

Jewelry - Wedding ring/band for HIM

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Jewelry - Wedding ring/band for HIM in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

122

2017 Weddings

\$427

2017 Avg Spend

\$52,286

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	150	\$819	\$123,243
2009	147	\$679	\$99,990
2010	149	\$668	\$99,198
2011	150	\$453	\$67,823
2012	154	\$411	\$63,097
2013	148	\$420	\$62,093
2014	142	\$439	\$62,391
2015	133	\$455	\$60,611
2016	138	\$425	\$58,676
2017	122	\$427	\$52,286
2018	126	\$422	\$53,007
2019	130	\$418	\$54,173
2020	132	\$414	\$54,648
2021	134	\$410	\$54,797
2022	132	\$405	\$53,472

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Jewelry - Wedding ring/band for HIM in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

122

2017 Weddings

\$427

2017 Avg Spend

\$ 302

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	39.5%	48	\$ 6,024
\$250 - 500	25.4%	31	\$ 11,621
\$501 - 750	15.8%	19	\$ 12,048
\$751 - 1000	7.3%	9	\$ 7,793
\$1001 - 1500	6.8%	8	\$ 10,370
\$1500+	5.1%	6	\$ 13,999

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding ring/band for HIM in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$283
25-50	\$280
51-100	\$319
101-150	\$346
151-200	\$402
201-300	\$516
More than 300	\$787

Photography & Video - Digital or Photo cd/dvd

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Photography & Video - Digital or Photo cd/dvd in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

73

2017 Weddings

\$279

2017 Avg Spend

\$20,325

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	71	\$256	\$18,191
2009	68	\$251	\$16,983
2010	67	\$271	\$18,244
2011	95	\$307	\$29,030
2012	97	\$306	\$29,670
2013	94	\$298	\$28,036
2014	95	\$289	\$27,562
2015	92	\$292	\$26,773
2016	92	\$280	\$25,771
2017	73	\$279	\$20,325
2018	75	\$279	\$20,850
2019	76	\$279	\$21,243
2020	78	\$279	\$21,636
2021	79	\$280	\$22,176
2022	78	\$280	\$21,907

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Photography & Video - Digital or Photo cd/dvd in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

73

2017 Weddings

\$279

2017 Avg Spend

\$ 61

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	66.1%	48	\$ 2,413
\$101 - \$250	17.5%	13	\$ 2,236
\$251 - \$500	10.2%	7	\$ 2,792
\$501 - \$1000	3.4%	2	\$ 1,862
\$1001 - \$1500	1.1%	1	\$0
\$1500+	1.7%	1	\$ 2,792

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Digital or Photo cd/dvd in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$100
25-50	\$157
51-100	\$252
101-150	\$244
151-200	\$252
201-300	\$291
More than 300	\$556

Photography & Video - Engagement Session

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Photography & Video - Engagement Session in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

82

2017 Weddings

\$378

2017 Avg Spend

\$31,053

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	90	\$283	\$25,433
2009	86	\$274	\$23,446
2010	85	\$307	\$26,138
2011	79	\$387	\$30,496
2012	83	\$391	\$32,383
2013	83	\$386	\$31,868
2014	86	\$373	\$32,085
2015	87	\$379	\$32,784
2016	89	\$379	\$33,542
2017	82	\$378	\$31,053
2018	84	\$383	\$32,275
2019	86	\$387	\$33,228
2020	87	\$390	\$34,106
2021	89	\$394	\$35,105
2022	88	\$397	\$34,944

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Photography & Video - Engagement Session in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

82

2017 Weddings

\$378

2017 Avg Spend

\$ 179

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	81.9%	67	\$ 16,790
\$101 - \$250	13.0%	11	\$ 7,995
\$251 - \$500	2.8%	2	\$ 3,444
\$501 - \$1000	1.7%	1	\$ 3,485
\$1001 - \$1500	0.0%	0	\$0
\$1500+	0.6%	0	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Engagement Session in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$296
25-50	\$188
51-100	\$275
101-150	\$314
151-200	\$310
201-300	\$509
More than 300	\$718

Photography & Video - Photo Booth

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Photography & Video - Photo Booth in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

34

2017 Weddings

\$370

2017 Avg Spend

\$12,617

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2013	42	\$414	\$17,487
2016	39	\$368	\$14,330
2017	34	\$370	\$12,617
2018	35	\$371	\$12,978
2019	36	\$371	\$13,222
2020	36	\$371	\$13,467
2021	38	\$372	\$14,117
2022	37	\$372	\$13,946

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Photography & Video - Photo Booth in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

34

2017 Weddings

\$370

2017 Avg Spend

\$ 215

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	29.0%	10	\$ 493
\$100 - 250	22.2%	8	\$ 1,321
\$251 - 500	26.1%	9	\$ 3,328
\$501 - 1000	16.5%	6	\$ 4,208
\$1001 - 1500	4.0%	1	\$ 1,700
\$1500+	2.3%	1	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Photo Booth in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$227
25-50	\$191
51-100	\$286
101-150	\$362
151-200	\$370
201-300	\$426
More than 300	\$720

Photography & Video - Prints and/or Enlargements

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Photography & Video - Prints and/or Enlargements in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

81

\$227

\$18,296

2017 Weddings

2017 Avg Spend

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	69	\$196	\$13,518
2009	66	\$183	\$12,018
2010	67	\$205	\$13,801
2011	81	\$211	\$17,042
2012	83	\$211	\$17,475
2013	84	\$215	\$18,163
2014	90	\$216	\$19,388
2015	87	\$227	\$19,636
2016	89	\$227	\$20,090
2017	81	\$227	\$18,296
2018	83	\$230	\$19,016
2019	84	\$235	\$19,796
2020	86	\$241	\$20,678
2021	87	\$248	\$21,688
2022	86	\$251	\$21,684

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Photography & Video - Prints and/or Enlargements in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

81

2017 Weddings

\$227

2017 Avg Spend

\$ 84

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	48.0%	39	\$ 1,944
\$101 - \$250	29.4%	24	\$ 4,167
\$251 - \$500	13.6%	11	\$ 4,131
\$501 - \$1000	6.8%	6	\$ 4,131
\$1001 - \$1500	1.1%	1	\$0
\$1500+	1.1%	1	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Prints and/or Enlargements in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$98
25-50	\$172
51-100	\$153
101-150	\$188
151-200	\$239
201-300	\$301
More than 300	\$345

Photography & Video - Wedding album/s or photo book/s

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Photography & Video - Wedding album/s or photo book/s in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

74

2017 Weddings

\$399

2017 Avg Spend

\$29,686

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	50	\$402	\$20,164
2009	48	\$388	\$18,531
2010	50	\$420	\$20,790
2011	57	\$437	\$24,966
2012	59	\$434	\$25,424
2013	61	\$412	\$25,313
2014	69	\$403	\$27,884
2015	71	\$410	\$29,081
2016	74	\$401	\$29,810
2017	74	\$399	\$29,686
2018	76	\$396	\$30,223
2019	78	\$395	\$30,715
2020	79	\$392	\$31,046
2021	81	\$389	\$31,451
2022	80	\$386	\$30,830

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Photography & Video - Wedding album/s or photo book/s in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

74

2017 Weddings

\$399

2017 Avg Spend

\$ 150

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	57.1%	42	\$ 2,113
\$101 - \$250	20.3%	15	\$ 2,629
\$251 - \$500	13.0%	10	\$ 3,608
\$501 - \$1000	5.1%	4	\$ 2,830
\$1001 - \$1500	3.4%	3	\$ 3,145
\$1500+	1.1%	1	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding album/s or photo book/s in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$158
25-50	\$206
51-100	\$390
101-150	\$324
151-200	\$412
201-300	\$394
More than 300	\$681

Photography & Video - Wedding Photographer

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Photography & Video - Wedding Photographer in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

119

2017 Weddings

\$1,538

2017 Avg Spend

\$183,560

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	121	\$1,369	\$165,950
2009	123	\$1,588	\$195,927
2010	137	\$1,626	\$222,144
2011	148	\$1,530	\$226,058
2012	154	\$1,527	\$234,425
2013	146	\$1,524	\$222,382
2014	142	\$1,509	\$214,459
2015	133	\$1,574	\$209,673
2016	136	\$1,534	\$209,069
2017	119	\$1,538	\$183,560
2018	122	\$1,534	\$187,808
2019	126	\$1,534	\$193,836
2020	129	\$1,530	\$196,911
2021	130	\$1,530	\$199,436
2022	129	\$1,527	\$196,632

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Photography & Video - Wedding Photographer in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

119

2017 Weddings

\$1,538

2017 Avg Spend

\$ 751

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$500	30.5%	36	\$ 9,074
\$500 - 1000	25.4%	30	\$ 22,670
\$1001 - 2000	23.7%	28	\$ 42,305
\$2001 - 3000	11.9%	14	\$ 35,403
\$3001 - 5000	6.2%	7	\$ 29,512
\$5000+	2.3%	3	\$ 20,528

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Photographer in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$766
25-50	\$808
51-100	\$1,134
101-150	\$1,432
151-200	\$1,574
201-300	\$1,744
More than 300	\$2,226

Photography & Video - Wedding Videographer

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Photography & Video - Wedding Videographer in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

57

2017 Weddings

\$1,026

2017 Avg Spend

\$58,841

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	67	\$1,027	\$68,686
2009	56	\$1,158	\$64,524
2010	69	\$1,054	\$73,042
2011	71	\$967	\$68,580
2012	75	\$965	\$72,124
2013	71	\$933	\$66,280
2014	75	\$971	\$72,631
2015	74	\$1,023	\$76,101
2016	74	\$1,021	\$75,901
2017	57	\$1,026	\$58,841
2018	59	\$1,005	\$59,124
2019	62	\$998	\$61,437
2020	63	\$989	\$62,010
2021	63	\$987	\$61,885
2022	62	\$982	\$60,825

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Photography & Video - Wedding Videographer in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

57

2017 Weddings

\$1,026

2017 Avg Spend

\$ 579

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$500	43.8%	25	\$ 6,242
\$500 - 1000	27.0%	15	\$ 11,543
\$1001 - 2000	19.1%	11	\$ 16,331
\$2001 - 3000	5.6%	3	\$ 7,980
\$3001 - 5000	2.8%	2	\$ 6,384
\$5000+	1.7%	1	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Videographer in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$549
25-50	\$454
51-100	\$719
101-150	\$870
151-200	\$984
201-300	\$1,069
More than 300	\$1,797

Planner/Consultant - A La Carte Services

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Planner/Consultant - A La Carte Services in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

9 **\$905** **\$8,416**
2017 Weddings 2017 Avg Spend 2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	10	\$868	\$9,071
2009	10	\$649	\$6,458
2010	10	\$1,148	\$11,365
2011	10	\$1,012	\$9,968
2012	10	\$1,002	\$10,120
2013	10	\$1,035	\$9,936
2014	9	\$997	\$9,322
2015	10	\$921	\$9,560
2016	11	\$903	\$9,590
2017	9	\$905	\$8,416
2018	10	\$910	\$8,681
2019	10	\$917	\$8,913
2020	10	\$922	\$9,128
2021	10	\$929	\$9,197
2022	10	\$934	\$9,135

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Planner/Consultant - A La Carte Services in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

9
2017 Weddings

\$905
2017 Avg Spend

\$ 354
2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	45.8%	4	\$ 1,031
\$250 - 500	21.5%	2	\$ 726
\$501 - 1000	15.8%	1	\$ 1,067
\$1001 - 2000	6.8%	1	\$0
\$2001 - 3500	3.4%	0	\$0
\$3500+	6.8%	1	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for A La Carte Services in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$576
25-50	\$417
51-100	\$793
101-150	\$617
151-200	\$734
201-300	\$918
More than 300	\$2,203

Planner/Consultant - Day of Coordinator

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Planner/Consultant - Day of Coordinator in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

22

2017 Weddings

\$778

2017 Avg Spend

\$16,883

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	19	\$693	\$13,035
2009	20	\$709	\$14,109
2010	22	\$864	\$18,818
2011	22	\$878	\$19,026
2012	24	\$872	\$21,137
2013	23	\$848	\$19,538
2014	24	\$860	\$20,907
2015	24	\$794	\$19,231
2016	25	\$777	\$19,254
2017	22	\$778	\$16,883
2018	22	\$780	\$17,363
2019	24	\$791	\$19,221
2020	25	\$796	\$19,701
2021	25	\$803	\$19,874
2022	24	\$808	\$19,756

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Planner/Consultant - Day of Coordinator in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

22

2017 Weddings

\$778

2017 Avg Spend

\$ 333

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	48.6%	11	\$ 2,673
\$250 - 500	26.0%	6	\$ 2,145
\$501 - 1000	15.3%	3	\$ 2,525
\$1001 - 2000	6.8%	1	\$ 2,244
\$2001 - 3500	1.7%	0	\$0
\$3500+	1.7%	0	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Day of Coordinator in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$430
25-50	\$567
51-100	\$567
101-150	\$660
151-200	\$667
201-300	\$746
More than 300	\$2,066

Planner/Consultant - For Getting Started

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Planner/Consultant - For Getting Started in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

8
2017 Weddings

\$838
2017 Avg Spend

\$ 350
2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	49.4%	4	\$ 988
\$250 - 500	24.2%	2	\$ 726
\$501 - 1000	11.8%	1	\$0
\$1001 - 2000	6.2%	0	\$0
\$2001 - 3500	2.8%	0	\$0
\$3500+	5.6%	0	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for For Getting Started in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$340
25-50	\$494
51-100	\$510
101-150	\$664
151-200	\$634
201-300	\$757
More than 300	\$2,642

Planner/Consultant - Full Service

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Planner/Consultant - Full Service in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

23

2017 Weddings

\$2,648

2017 Avg Spend

\$61,566

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	21	\$1,979	\$41,361
2009	22	\$2,064	\$45,181
2010	22	\$2,547	\$55,474
2011	24	\$3,569	\$84,371
2012	24	\$3,534	\$85,664
2013	25	\$3,359	\$83,841
2014	26	\$3,073	\$80,451
2015	26	\$2,778	\$72,089
2016	27	\$2,655	\$70,490
2017	23	\$2,648	\$61,566
2018	24	\$2,661	\$63,465
2019	24	\$2,678	\$65,075
2020	25	\$2,688	\$66,528
2021	26	\$2,699	\$71,254
2022	26	\$2,704	\$70,520

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Planner/Consultant - Full Service in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

23

2017 Weddings

\$2,648

2017 Avg Spend

\$ 756

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$500	46.1%	11	\$ 2,651
\$500 - 1000	16.3%	4	\$ 2,812
\$1001 - 2000	15.7%	4	\$ 5,417
\$2001 - 3000	9.6%	2	\$ 5,520
\$3001 - 5000	2.8%	1	\$0
\$5000+	9.6%	2	\$ 16,560

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Full Service in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$1,538
25-50	\$1,294
51-100	\$1,977
101-150	\$2,368
151-200	\$2,417
201-300	\$3,052
More than 300	\$4,419

Planner/Consultant - Month of Direction

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Planner/Consultant - Month of Direction in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

8 **\$1,019** **\$7,897**
 2017 Weddings 2017 Avg Spend 2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	10	\$1,015	\$10,607
2009	10	\$1,028	\$10,229
2010	10	\$1,331	\$13,177
2011	10	\$1,263	\$12,441
2012	10	\$1,249	\$12,615
2013	10	\$1,183	\$11,357
2014	9	\$1,150	\$10,753
2015	9	\$1,044	\$9,031
2016	9	\$1,017	\$9,000
2017	8	\$1,019	\$7,897
2018	8	\$1,016	\$8,077
2019	8	\$1,016	\$8,230
2020	8	\$1,013	\$8,357
2021	8	\$1,013	\$8,357
2022	8	\$1,010	\$8,232

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Planner/Consultant - Month of Direction in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

8
2017 Weddings

\$1,019
2017 Avg Spend

\$ 332
2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	52.3%	4	\$ 1,046
\$250 - 500	21.6%	2	\$ 648
\$501 - 1000	10.8%	1	\$0
\$1001 - 2000	8.5%	1	\$0
\$2001 - 3500	3.4%	0	\$0
\$3500+	3.4%	0	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Month of Direction in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$498
25-50	\$770
51-100	\$629
101-150	\$968
151-200	\$723
201-300	\$1,015
More than 300	\$2,555

Venue, Catering & Rentals - Ceremony Officiator

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Ceremony Officiator in Limestone TX - (County)**. Includes JP, Officiant, ordained friend or family member, Pastor, Minister, Priest, Rabbi, Etc.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

109

2017 Weddings

\$195

2017 Avg Spend

\$21,158

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	150	\$178	\$26,785
2009	143	\$187	\$26,793
2010	143	\$201	\$28,655
2011	140	\$181	\$25,316
2012	145	\$181	\$26,325
2013	138	\$182	\$25,160
2014	133	\$191	\$25,359
2015	125	\$190	\$23,666
2016	126	\$194	\$24,380
2017	109	\$195	\$21,158
2018	111	\$194	\$21,592
2019	115	\$195	\$22,429
2020	117	\$196	\$22,961
2021	117	\$197	\$23,079
2022	116	\$199	\$23,030

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Ceremony Officiator in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

109

2017 Weddings

\$195

2017 Avg Spend

\$ 95

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	29.9%	33	\$ 815
\$50 - 100	29.4%	32	\$ 2,403
\$101 - 250	30.5%	33	\$ 5,818
\$251 - 500	6.8%	7	\$ 2,780
\$501 - 1000	2.3%	3	\$ 1,880
\$1000+	1.1%	1	\$ 1,798

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Ceremony Officiator in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$138
25-50	\$115
51-100	\$158
101-150	\$180
151-200	\$196
201-300	\$203
More than 300	\$270

Venue, Catering & Rentals - Event Accessories

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Event Accessories** in **Limestone TX - (County)**. Includes aisle runner, ring pillow or box, unity candle, toasting flutes, cake topper, serving set, etc. not flowers or decorations

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

118

2017 Weddings

\$297

2017 Avg Spend

\$34,987

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	113	\$586	\$66,136
2009	111	\$542	\$60,400
2010	131	\$303	\$39,596
2011	132	\$301	\$39,729
2012	137	\$300	\$41,208
2013	132	\$298	\$39,479
2014	133	\$298	\$39,565
2015	125	\$297	\$36,994
2016	127	\$297	\$37,850
2017	118	\$297	\$34,987
2018	121	\$295	\$35,648
2019	125	\$294	\$36,674
2020	127	\$291	\$36,972
2021	127	\$289	\$36,717
2022	126	\$286	\$35,896

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Event Accessories in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

118

2017 Weddings

\$297

2017 Avg Spend

\$ 181

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	38.8%	46	\$ 2,289
\$101 - 250	17.4%	21	\$ 3,593
\$251 - 500	20.2%	24	\$ 8,939
\$501 - 750	13.5%	16	\$ 10,753
\$751 - 1000	2.2%	3	\$ 2,271
\$1000+	7.9%	9	\$ 13,983

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Accessories in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$216
25-50	\$189
51-100	\$214
101-150	\$255
151-200	\$288
201-300	\$331
More than 300	\$602

Venue, Catering & Rentals - Event Bar Service

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Event Bar Service in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

91

\$2,166

\$198,081

2017 Weddings

2017 Avg Spend

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	111	\$2,280	\$252,556
2009	96	\$1,885	\$180,055
2010	113	\$2,030	\$229,106
2011	102	\$2,272	\$232,744
2012	107	\$2,266	\$242,598
2013	104	\$2,256	\$233,902
2014	107	\$2,212	\$235,777
2015	104	\$2,170	\$225,246
2016	106	\$2,158	\$229,180
2017	91	\$2,166	\$198,081
2018	94	\$2,216	\$207,883
2019	97	\$2,233	\$217,048
2020	99	\$2,242	\$221,958
2021	101	\$2,258	\$227,268
2022	99	\$2,268	\$225,507

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Event Bar Service in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

91

2017 Weddings

\$2,166

2017 Avg Spend

\$ 972

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$1000	51.1%	47	\$ 23,251
\$1001 - 2500	27.8%	25	\$ 44,272
\$2501 - 5000	13.6%	12	\$ 46,410
\$5001 - 10000	5.1%	5	\$ 34,808
\$10001 - 15000	1.1%	1	\$ 12,512
\$15000+	1.1%	1	\$ 22,522

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Bar Service in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$599
25-50	\$1,018
51-100	\$1,258
101-150	\$1,777
151-200	\$2,436
201-300	\$3,595
More than 300	\$4,653

Venue, Catering & Rentals - Event Food Service

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Event Food Service in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

115

2017 Weddings

\$4,262

2017 Avg Spend

\$488,851

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	130	\$3,258	\$422,172
2009	109	\$3,210	\$351,335
2010	131	\$3,992	\$521,675
2011	120	\$4,402	\$528,988
2012	125	\$4,388	\$549,553
2013	121	\$4,375	\$529,200
2014	123	\$4,425	\$546,134
2015	119	\$4,354	\$519,737
2016	124	\$4,242	\$525,584
2017	115	\$4,262	\$488,851
2018	118	\$4,266	\$501,938
2019	122	\$4,287	\$520,871
2020	124	\$4,296	\$531,630
2021	125	\$4,317	\$541,352
2022	124	\$4,321	\$535,285

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Event Food Service in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

115

2017 Weddings

\$4,262

2017 Avg Spend

\$ 1,760

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$1000	29.9%	34	\$ 17,193
\$1001 - 2500	23.7%	27	\$ 47,696
\$2501 - 5000	20.3%	23	\$ 87,544
\$5001 - 10000	15.8%	18	\$136,275
\$10001 - 15000	6.2%	7	\$ 89,125
\$15000+	4.0%	5	\$103,500

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Food Service in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$864
25-50	\$1,493
51-100	\$2,633
101-150	\$4,244
151-200	\$5,344
201-300	\$5,776
More than 300	\$6,994

Venue, Catering & Rentals - Event Location

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Event Location in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

116

2017 Weddings

\$3,298

2017 Avg Spend

\$383,393

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	127	\$2,821	\$359,649
2009	129	\$2,341	\$302,808
2010	141	\$2,784	\$391,375
2011	130	\$3,196	\$415,544
2012	135	\$3,235	\$437,825
2013	131	\$3,334	\$435,287
2014	133	\$3,333	\$442,522
2015	123	\$3,311	\$406,690
2016	126	\$3,276	\$411,695
2017	116	\$3,298	\$383,393
2018	119	\$3,303	\$393,883
2019	123	\$3,321	\$408,882
2020	125	\$3,331	\$417,707
2021	127	\$3,344	\$424,855
2022	126	\$3,349	\$420,333

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Event Location in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

116

2017 Weddings

\$3,298

2017 Avg Spend

\$ 1,658

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$1000	29.9%	35	\$ 17,342
\$1001 - 2500	29.9%	35	\$ 60,697
\$2501 - 5000	19.8%	23	\$ 86,130
\$5001 - 10000	11.3%	13	\$ 98,310
\$10001 - 15000	5.1%	6	\$ 73,950
\$15000+	4.0%	5	\$104,400

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Location in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$1,034
25-50	\$1,490
51-100	\$2,250
101-150	\$3,253
151-200	\$3,953
201-300	\$3,983
More than 300	\$4,865

Venue, Catering & Rentals - Event Rentals

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Event Rentals in Limestone TX - (County)**. Includes lighting, tent, tables, chairs, photo booth, etc.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

104

2017 Weddings

\$1,585

2017 Avg Spend

\$164,602

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	111	\$1,858	\$205,811
2009	94	\$1,258	\$117,661
2010	115	\$1,274	\$146,306
2011	108	\$1,576	\$170,760
2012	113	\$1,572	\$177,825
2013	109	\$1,583	\$173,244
2014	114	\$1,597	\$182,170
2015	109	\$1,569	\$171,005
2016	113	\$1,576	\$178,529
2017	104	\$1,585	\$164,602
2018	107	\$1,595	\$169,915
2019	110	\$1,609	\$177,247
2020	112	\$1,618	\$181,540
2021	114	\$1,631	\$185,689
2022	112	\$1,640	\$184,451

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Event Rentals in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

104

2017 Weddings

\$1,585

2017 Avg Spend

\$ 749

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$1000	58.8%	61	\$ 30,576
\$1001 - 2500	26.0%	27	\$ 47,320
\$2501 - 5000	10.2%	11	\$ 39,780
\$5001 - 10000	2.8%	3	\$ 21,840
\$10001 - 15000	1.1%	1	\$ 14,300
\$15000+	1.1%	1	\$ 25,740

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Rentals in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$585
25-50	\$921
51-100	\$1,213
101-150	\$1,227
151-200	\$1,417
201-300	\$2,674
More than 300	\$3,975

Venue, Catering & Rentals - Hotel Room for After Reception

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Hotel Room for After Reception in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

93

2017 Weddings

\$287

2017 Avg Spend

\$26,691

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	119	\$249	\$29,663
2009	113	\$234	\$26,543
2010	125	\$259	\$32,308
2011	122	\$278	\$33,955
2012	127	\$277	\$35,251
2013	121	\$276	\$33,385
2014	122	\$284	\$34,520
2015	114	\$282	\$32,199
2016	115	\$286	\$32,904
2017	93	\$287	\$26,691
2018	95	\$297	\$28,334
2019	99	\$307	\$30,338
2020	101	\$313	\$31,503
2021	102	\$319	\$32,634
2022	101	\$325	\$32,845

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Hotel Room for After Reception in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

93

2017 Weddings

\$287

2017 Avg Spend

\$ 201

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	20.3%	19	\$ 944
\$101 - 250	48.6%	45	\$ 7,910
\$251 - 500	20.9%	19	\$ 7,289
\$501 - 750	5.6%	5	\$ 3,515
\$751 - 1000	2.3%	2	\$ 1,872
\$1000+	2.3%	2	\$ 3,208

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Hotel Room for After Reception in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$283
25-50	\$280
51-100	\$241
101-150	\$249
151-200	\$254
201-300	\$288
More than 300	\$421

Venue, Catering & Rentals - Limo Rental

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Limo Rental in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

47

2017 Weddings

\$440

2017 Avg Spend

\$20,460

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	90	\$464	\$41,700
2009	74	\$472	\$34,753
2010	83	\$448	\$37,256
2011	77	\$435	\$33,421
2012	79	\$434	\$34,191
2013	75	\$437	\$32,723
2014	73	\$437	\$31,870
2015	67	\$438	\$29,552
2016	67	\$438	\$29,460
2017	47	\$440	\$20,460
2018	48	\$437	\$20,845
2019	49	\$436	\$21,190
2020	50	\$433	\$21,434
2021	50	\$432	\$21,384
2022	49	\$429	\$20,978

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Limo Rental in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

47

2017 Weddings

\$440

2017 Avg Spend

\$ 349

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	33.5%	16	\$ 1,968
\$250 - \$500	35.8%	17	\$ 6,310
\$501 - \$750	14.8%	7	\$ 4,348
\$751 - \$1000	9.1%	4	\$ 3,742
\$1,001 - \$1,500	4.0%	2	\$ 2,350
\$1,500+	2.8%	1	\$ 2,961

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Limo Rental in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$284
25-50	\$243
51-100	\$316
101-150	\$369
151-200	\$418
201-300	\$487
More than 300	\$686

Venue, Catering & Rentals - Other Transportation

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Other Transportation in Limestone TX - (County)**. Includes shuttles, antique car, horse & carriage, etc.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

40

2017 Weddings

\$472

2017 Avg Spend

\$19,022

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	17	\$366	\$6,120
2009	22	\$354	\$7,749
2010	48	\$386	\$18,343
2011	57	\$433	\$24,737
2012	59	\$432	\$25,307
2013	58	\$454	\$26,150
2014	60	\$464	\$27,766
2015	55	\$470	\$26,019
2016	55	\$470	\$25,789
2017	40	\$472	\$19,022
2018	41	\$479	\$19,802
2019	42	\$490	\$20,639
2020	43	\$499	\$21,407
2021	43	\$509	\$21,836
2022	42	\$514	\$21,783

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Other Transportation in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

40

2017 Weddings

\$472

2017 Avg Spend

\$ 335

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	39.5%	16	\$ 1,975
\$250 - \$500	30.5%	12	\$ 4,575
\$501 - \$750	14.1%	6	\$ 3,525
\$751 - \$1000	5.6%	2	\$ 1,960
\$1,001 - \$1,500	4.5%	2	\$ 2,250
\$1,500+	5.6%	2	\$ 5,040

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Other Transportation in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$300
25-50	\$257
51-100	\$339
101-150	\$440
151-200	\$418
201-300	\$457
More than 300	\$914

Venue, Catering & Rentals - Rehearsal Dinner

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Rehearsal Dinner in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

95

2017 Weddings

\$521

2017 Avg Spend

\$49,261

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	121	\$759	\$92,006
2009	133	\$667	\$88,931
2010	137	\$796	\$108,750
2011	130	\$506	\$65,790
2012	133	\$506	\$67,460
2013	127	\$513	\$65,007
2014	123	\$527	\$65,042
2015	116	\$527	\$61,085
2016	117	\$519	\$60,630
2017	95	\$521	\$49,261
2018	97	\$517	\$50,144
2019	100	\$515	\$51,727
2020	102	\$511	\$52,275
2021	104	\$509	\$52,911
2022	103	\$505	\$51,858

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Rehearsal Dinner in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

95

2017 Weddings

\$521

2017 Avg Spend

\$ 314

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	14.0%	13	\$ 665
\$101 - 250	23.6%	22	\$ 3,923
\$251 - 500	25.3%	24	\$ 9,013
\$501 - 750	17.4%	17	\$ 11,158
\$751 - 1000	7.3%	7	\$ 6,068
\$1000+	12.4%	12	\$ 17,670

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Rehearsal Dinner in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$250
25-50	\$221
51-100	\$351
101-150	\$476
151-200	\$572
201-300	\$620
More than 300	\$764

Venue, Catering & Rentals - Wedding Cake/dessert

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Wedding Cake/dessert in Limestone TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

121

2017 Weddings

\$381

2017 Avg Spend

\$46,063

2017 Total Sales

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	150	\$329	\$49,508
2009	147	\$323	\$47,565
2010	145	\$355	\$51,312
2011	146	\$390	\$56,854
2012	152	\$388	\$58,782
2013	144	\$387	\$55,728
2014	142	\$391	\$55,569
2015	133	\$385	\$51,286
2016	136	\$380	\$51,790
2017	121	\$381	\$46,063
2018	124	\$389	\$48,244
2019	128	\$396	\$50,680
2020	130	\$403	\$52,531
2021	132	\$411	\$54,252
2022	130	\$417	\$54,377

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Median Spending & Spending Range Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Wedding Cake/dessert in Limestone TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

121

2017 Weddings

\$381

2017 Avg Spend

\$ 254

2016 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	21.6%	26	\$ 1,307
\$101 - 250	27.3%	33	\$ 5,781
\$251 - 500	31.8%	38	\$ 14,429
\$501 - 750	11.4%	14	\$ 9,311
\$751 - 1000	5.1%	6	\$ 5,400
\$1000+	2.8%	3	\$ 5,082

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Cake/dessert in Limestone TX - (County).

Table

Range	Average Spending
Less than 25	\$200
25-50	\$239
51-100	\$285
101-150	\$348
151-200	\$400
201-300	\$450
More than 300	\$608

Methodology & Use of Data

Methodology details are located at: <http://www.theweddingreport.com/index.cfm/action/home/view/methodology/>

Use of Data details are located at: http://www.theweddingreport.com/index.cfm/action/home/view/terms_of_service/