



FOR IMMEDIATE RELEASE

Americans say costly weddings not worth the expense
The COUNTRY Financial Security Index[®] survey asked “worth it or not worth it?”

BLOOMINGTON, IL (March 13, 2017) – The cost of a wedding is one of the larger expenses many Americans face. A new survey indicates that a majority think big wedding costs aren’t worth the price tag.

The COUNTRY Financial[®] Security Index survey examined how Americans evaluate the worth of large expenditures. Survey respondents gave their opinions on the value of a home, educational spending, wedding costs and other major purchases.

Over half of the respondents (56 percent) said that big ticket wedding costs weren’t worth the money.

In fact, more Americans were happy with their purchase of high end electronics, like a big screen TV, than what they paid for their wedding reception.

In recent years, the national average cost of a wedding has tipped \$30,000. Not all matrimonial celebrations come with the same price tag, but, nonetheless, the trend seems to be upward.

“The view on what to spend on a wedding can vary widely by culture, income, economic conditions and other factors,” said Troy Frerichs, director of wealth management at COUNTRY Financial. “While \$30,000 may seem like an astronomical amount to spend for some, for others it could be a drop in the bucket. It largely depends on the couple’s wants and what they can afford.”

Those who said the wedding price tag was not worth the expense were happier with the dividends found with other traditional investments.

The survey revealed Americans found a lot of value in property and education. The general consensus among those polled was the best big ticket expense was the purchase of a home (84 percent said it was “worth the cost”).

A majority viewed a four-year college degree (73 percent) or securing a post-graduate degree (68 percent) as the worth the money, while home technology (47 percent), and luxury vacations (40 percent) joined wedding expenses near the bottom.

About The COUNTRY Financial Security Index[®]



Since 2007, the COUNTRY Financial Security Index has measured Americans' sentiments of their personal financial security. The Index also delves deeper into individual personal finance topics to better inform Americans about the issues impacting their finances. Survey data, videos and analysis are available at www.countryfinancial.com/newsroom and on Twitter at [@helloCOUNTRY](https://twitter.com/helloCOUNTRY).

The COUNTRY Financial Security Index was created by COUNTRY Financial and is compiled by GfK, an independent research firm. Surveys were conducted using GfK's KnowledgePanel[®], a national, probability-based panel designed to be representative of the general population and includes responses from approximately 1,006 U.S. adults for national surveys. The margin of sampling error for a survey based on this many interviews is approximately +/- 3 percentage points with a 95 percent level of confidence.

About COUNTRY Financial[®]

The COUNTRY Financial[®] group (www.countryfinancial.com) serves about one million households and businesses throughout the United States. It offers a full range of financial products and services from auto, home, business and life insurance to retirement planning services, investment management and annuities.