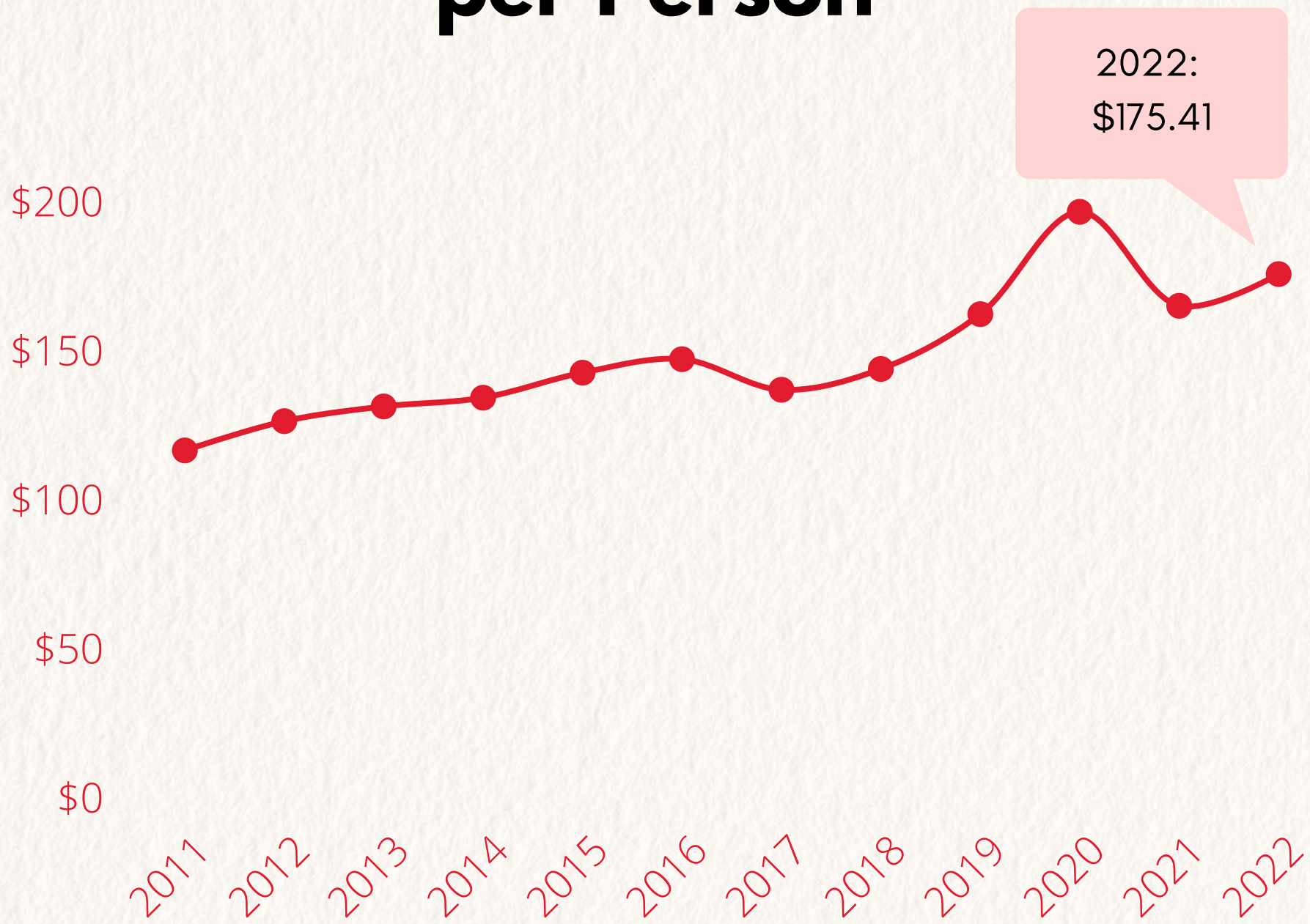


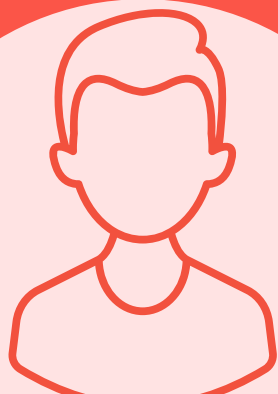


VALENTINE'S DAY

by the numbers

Average Expected Spending per Person

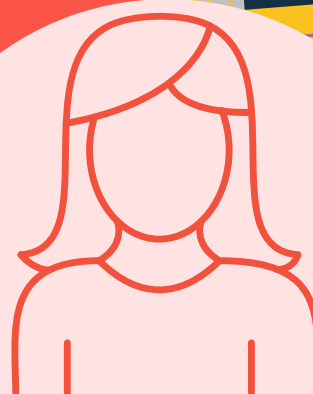




Men

**Average Expected
Spending (2022)**

\$ 2 3 5



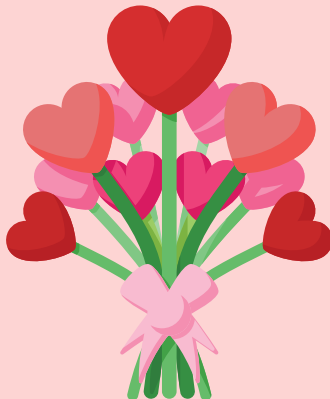
Women

**Average Expected
Spending (2022)**

\$ 1 1 9

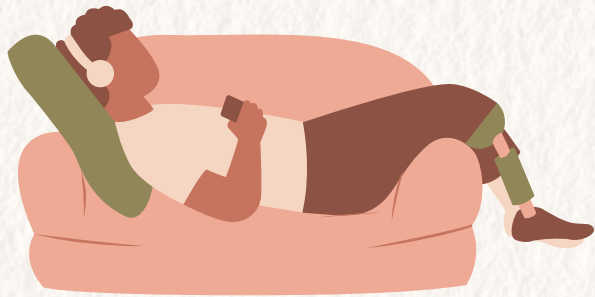


PERCENT OF SPENDING ON MOST POPULAR GIFTS



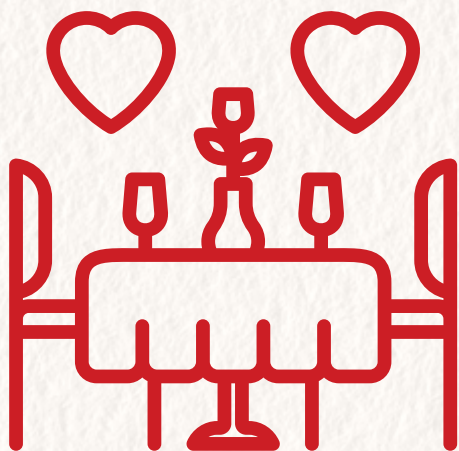
	Candy	Greeting Cards	Flowers
Men	52%	37%	56%
Women	59%	43%	19%

To celebrate or not to celebrate?



- 47% of adults DO not plan on celebrating Valentine's Day this year
- 27% of singles say they always celebrate, even if they don't have a date

- 70% of Americans say receiving a gift for Valentine's Day is important to them
- 25% of Americans buy themselves a present for Valentine's Day



- 51% of American say they feel comfortable going on a first date on Valentine's Day



Top reasons to break up with someone in 2022

Cheating	62%
Politics	12%
Money Problems	11%
Covid-Related Issues	8%
Long Distance	7%