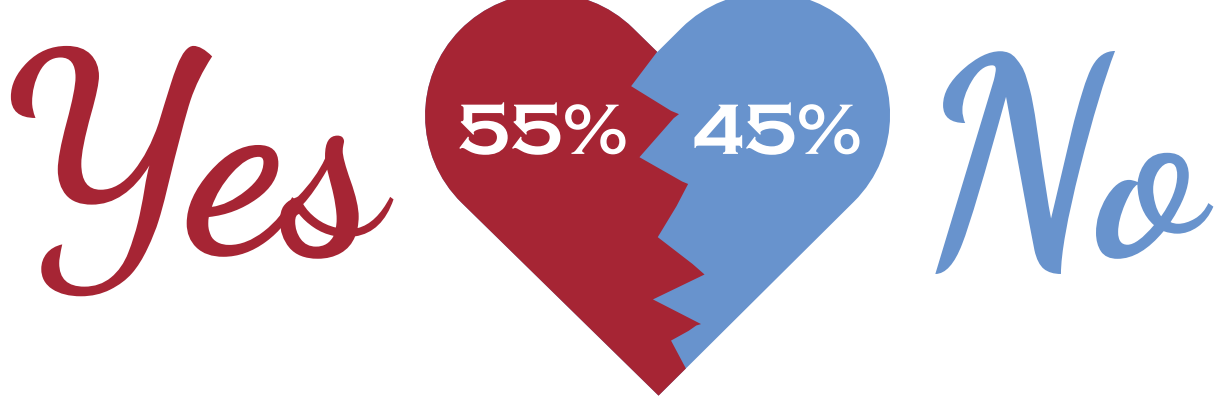


# Valentine's Day \$PENDING

RESULTS OF A FEBRUARY 2016 ACCC POLL

## RESPONDENTS WHO WILL CELEBRATE VALENTINE'S DAY



55%

OF RESPONDENTS WOULD AVOID VALENTINE'S DAY IF THEY COULD



88%

OF V-DAY PARTICIPANTS CONSIDER THEMSELVES BUDGET-CONSCIOUS FOR THE HOLIDAY

53%

OF RESPONDENTS WHO WILL CELEBRATE V-DAY PLAN TO SPEND BETWEEN

*\$10 and \$50*

53%

OF RESPONDENTS WHO WILL CELEBRATE V-DAY WOULD CONSIDER

*making a **DIY** gift*

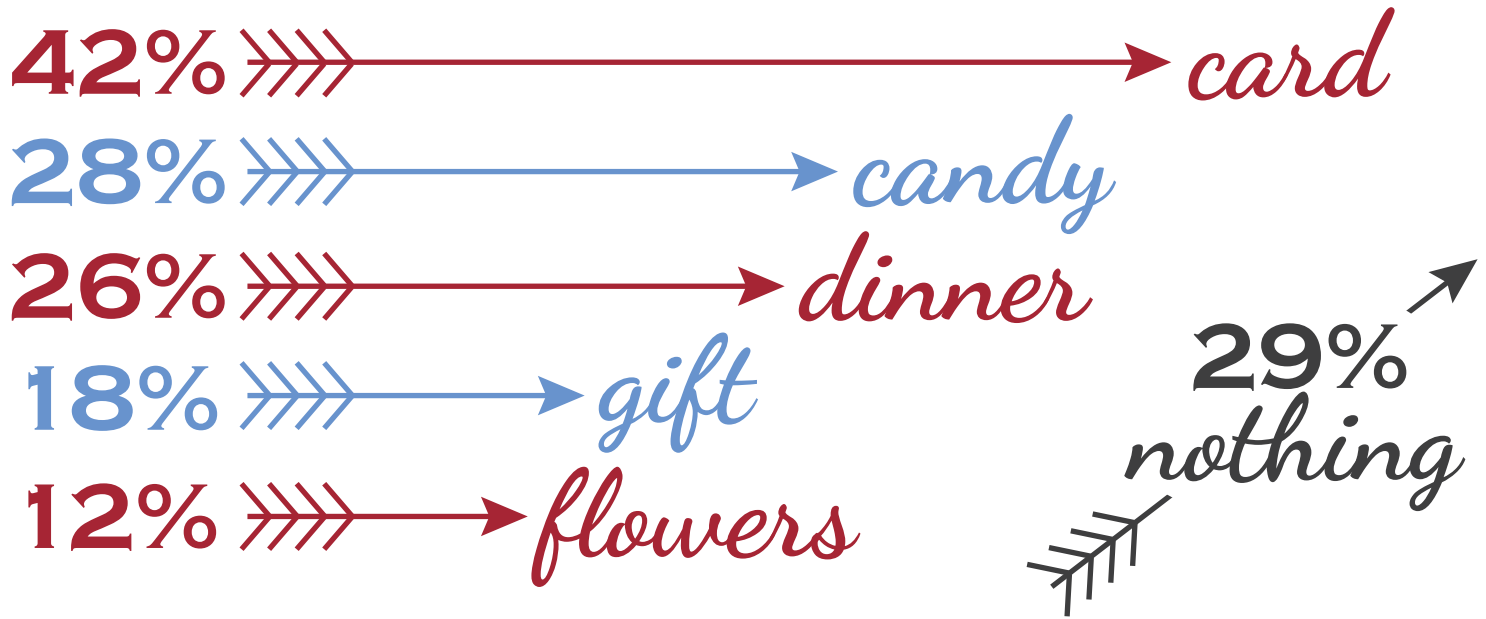


18%

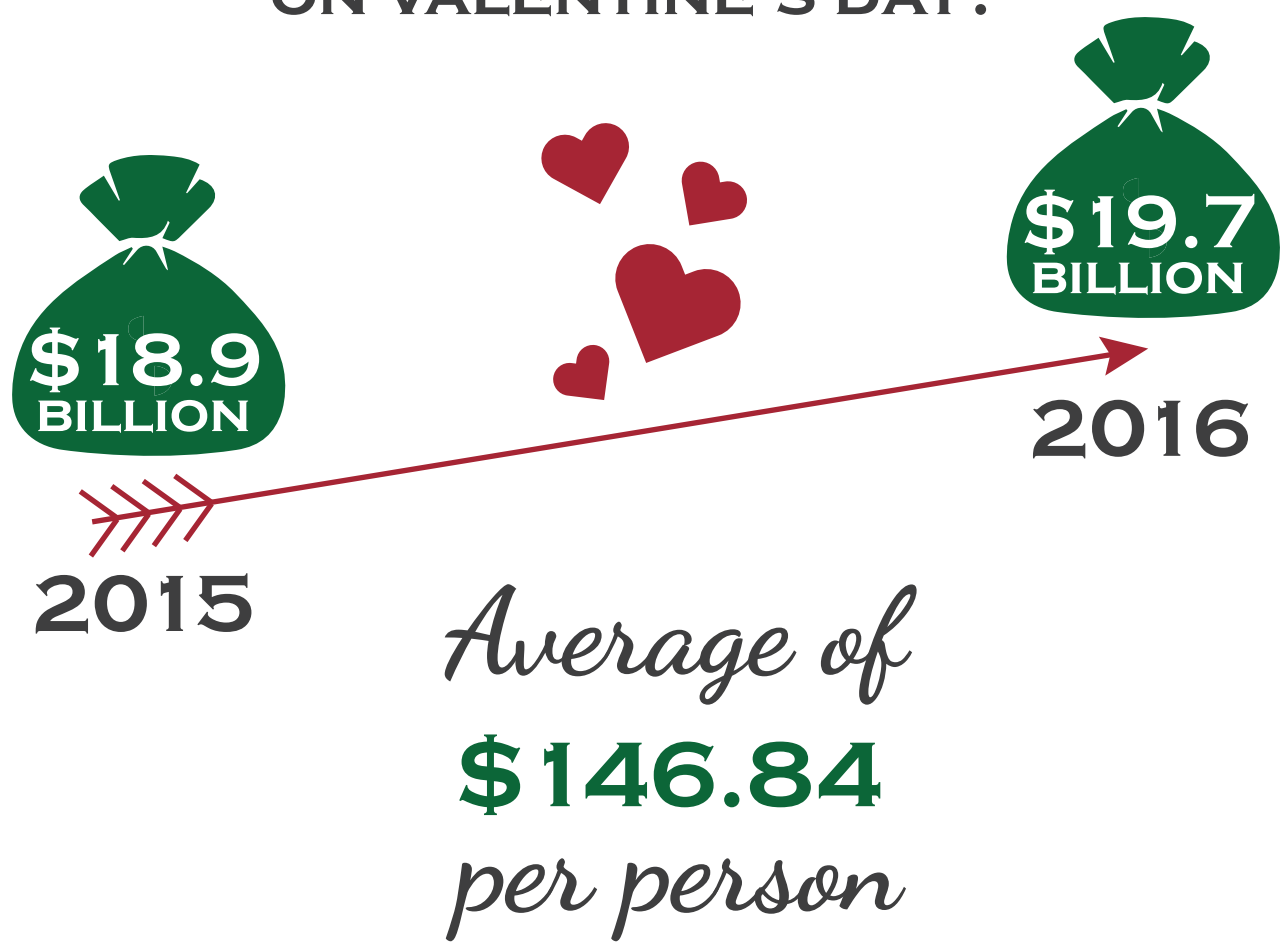
OF V-DAY PARTICIPANTS PLAN TO SPEND

*over \$50*

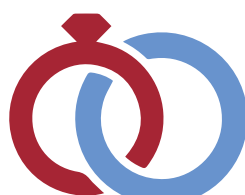
## WHAT RESPONDENTS WILL SPEND MONEY ON FOR VALENTINE'S DAY



## HOW MUCH DO AMERICANS SPEND ON VALENTINE'S DAY?



\*ACCORDING TO THE NATIONAL RETAIL FEDERATION



77%

OF RESPONDENTS WHO WILL CELEBRATE V-DAY ARE MARRIED OR IN A COMMITTED RELATIONSHIP

20%

OF RESPONDENTS WHO WILL CELEBRATE V-DAY DO NOT EXPECT THEIR PARTNER TO SPEND ANY \$