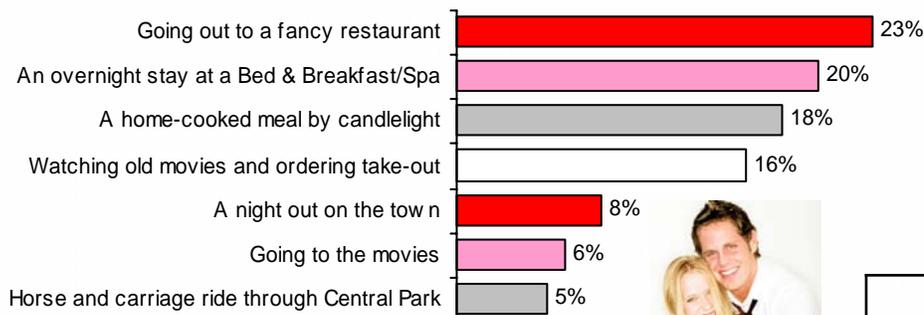


Seven-in-ten Americans indicate they have a Valentine this year. While some Americans feel the holiday is a retail gimmick, others see its merits. Traditional gifts of chocolate/candy and flowers still top the list.

The Ideal Valentine's Day



Gift-Giving

	Men	Women
Candy/Chocolate	43%	61%
Flowers	55%	8%
Jewelry	25%	6%

- In a recent study conducted by Directive Analytics just prior to Valentine's Day, 71% of Americans surveyed have someone they consider their Valentine this year. Most of married Americans say they have one, while 14% say they do not. More than half of single Americans are lacking a Valentine this year (58%). Americans residing in the West are more likely than any other region to be without a Valentine (37%)—consistent with a higher proportion of singles in this region.
- Americans exhibit a great deal of polarization on the holiday, with nearly one-third seeing the holiday as another retail gimmick (32%) and a similar proportion feeling it is a wonderful day to show others how much you care about them (29%). Women (33% vs. 24%) and those who have someone to call their Valentine (34% vs. 16%) are more likely to agree with the latter. Those without a Valentine are also more likely to describe the day as "over-rated" (27% vs. 11%).
- Going out to a fancy restaurant (23%) or an overnight stay at a Bed & Breakfast/Spa (20%) are the top choices for an ideal Valentine's Day. Men (26%), those aged 50 and older (30%), and those without children (26%) are more likely to want to be wined and dined at a fancy restaurant. While Americans with children are more likely to want a romantic respite—preferring an overnight excursion to a Bed & Breakfast/Spa (25%) to a dinner out (18%).
- About half (49%) of Americans plan to purchase Valentine's Day gifts this year. While most will be spending less than \$100 (65%), about one-third (34%) plan to shell out at least \$100. Men (47%), those ages 18-29 (55%), and those with a Valentine (36%) are the biggest spenders (indicating they will spend at least \$100). The most popular gifts consumers plan to purchase this year include candy/chocolate (52%), flowers (33%), and jewelry (16%). Men are more likely to splurge on jewelry (25% vs. 6%) or flowers (55% vs. 8%), while women are more likely to win their Valentine over through their bellies, with chocolate/candy (61% vs. 43%).

Preferred Gifts



Survey Methodology

An online questionnaire of approximately 10 minutes in length was fielded using a random national sample of Directive Analytics online panel members. The survey was conducted between January 31, 2008 and February 6, 2008. A total of 1,000 interviews were completed among adults 18 years and older.

About Directive Analytics

Directive Analytics is a full service Marketing Research company located in Norwalk, CT. At Directive Analytics, we provide our clients with the consumer insight and strategic action plans necessary to set themselves apart and grow their business. We offer a blend of the methodological expertise and rigor of a traditional research company, along with the consultative approach of a marketing consultancy. Our people are the key to our success. Our collective experiences and education serve as the basis for developing new insights and partnering with our clients to generate the strategic action plans that will differentiate and add value to their business. For more information, please visit our website at www.directiveanalytics.com or email us at info@directiveanalytics.com.