







Valentine's Day 2020 Consumer Spending Game

**"Valentine's Day is a
sentimental tradition, but
gift-giving can be driven by
the economy."**

NRF President and CEO
Matthew Shay






\$196.31

- 
- Those celebrating the holiday said they plan to spend an average of how much on Valentine's Day this season?
- 
- 
- 



21%

- 
- The average amount spent on this holiday is up what percentage from last year?
- 
- 

27.4 Billion

- Total spending in the US on this holiday is expected to be how much?



55%

- What percentage of people are expected to celebrate Valentine's Day this year?



52%

- The biggest share of Valentine's spending still goes to spouses and significant others at what percent of the total?



9 Million

- Estimated number of marriage proposals on Valentine's Day this year?



48%

- Percentage of people who agree that proposing on Valentine's Day is romantic?



7%

- The share spent on most other recipients has gone up over the past decade, with the amount spent on co-workers, for example, more than doubling to what percent?



6%

- The share for pets has also doubled to what percent?



53%

- What percentage of women said they would break up with a significant other if they received nothing for Valentine's Day?



\$30.19

- Consumers say they will spend an average of how much on family members other than spouses?



\$14.69

- Consumers say they will spend an average of how much on friends?



\$14.45

- Consumers say they will spend an average of how much on classmates and teachers?



\$12.21

- Consumers say they will spend an average of how much on pets?



27%

- What percent say they will buy Valentine's gifts for their pets, the highest figure in the history of the survey and up to a total of \$1.7 billion.



50%

- What percent of single people are proud of their relationship status.



15%

- What percent of people buy themselves a present?



\$307.51

- Of Valentine's shoppers surveyed how much do people aged 25-34 expect to spend?



\$184.93

- On average, how much more do men spend than women on Valentine's Day?



32%

- What percent of shoppers will order online?



17%

- What percent of shoppers will order from a florist?



17%

- Shoppers plan to spend \$5.8 billion on jewelry





\$4.3 billion

- What is total expected spending on an evening out?



\$101

- What is average amount spent by a couple on dinner out?



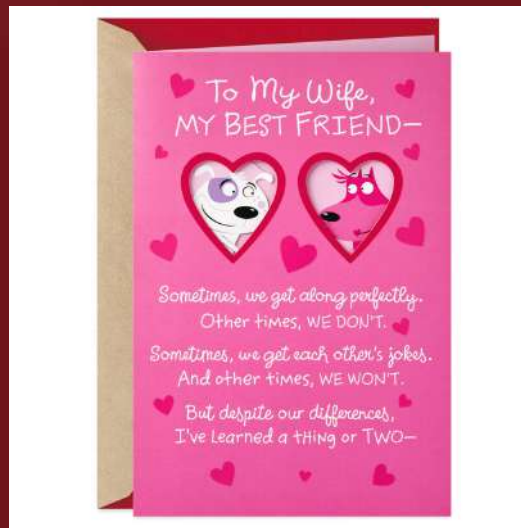
17%

- What percentage of people who have dinner out prefer Italian cuisine?



\$1.3 billion

- What is total expected spending on an greeting cards?



43 million

- The number of Americans in 2019 that received an unwanted gift?



53%

- What percent of Americans say it is OK to go on a first date on Valentine's Day?



Heart-shaped box of chocolates

- What is the most popular type/style of candy sold in New York State for Valentine's Day?

