

Practical Money Skills



2012 Valentine's Day Spending Survey

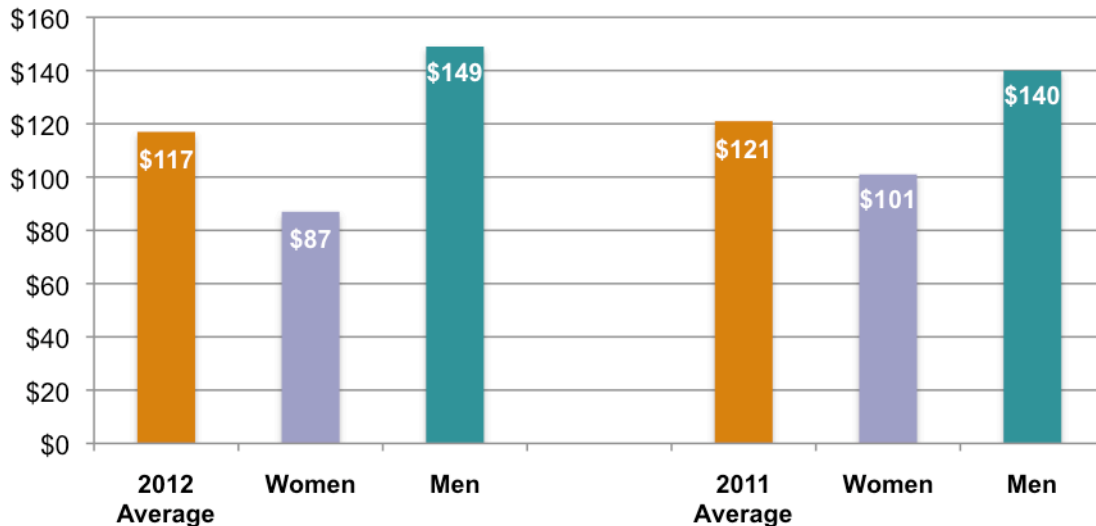


Visa Inc. Survey: No Economic Recovery for Valentine's Day – Americans Spending Less this Year

Love is on a budget in 2012, with a new survey by Visa Inc. finding that Americans will spend less on Valentine's Day gifts, flowers, dining and other items this year. Americans plan on spending \$117 this Valentine's Day, down 3% from \$121 in 2011.

The drop can largely be explained by the plummeting enthusiasm among women for spending on Valentine's Day, falling from \$101 in 2011, to a meager \$87 in 2012 – a 14% drop. In contrast, men are actually planning on spending more this year, \$149, compared to \$140 in 2011, an increase of 6%. The gulf between what men and women now spend on Valentine's Day is dramatic. Men will spend 71% more than women on what has now become a one-way holiday.

2011-2012 Valentine's Day Spending Trends *Men Outspending Women in 2012*



Indicating a generation gap in enthusiasm for the holiday, younger people (18-24 years old) plan on spending the most of any age group at \$132, while those 25-34 expect to spend \$124. Consumers between the ages of 35 and 49 will spend an average of \$123 and people 50-64 years of age plan to spend just \$98.

Significant regional disparities continue to exist in Valentine's Day spending. In 2011 the Midwest came in dead last in spending for February 14, but in a surprising result this year the region lead the pack at \$139. Bringing up the rear in 2012 is the South at \$97. In addition, consumers in the North East plan on spending an average of \$137 while people in West expect to spend \$112.

The survey found that people in the lowest income bracket – who earn less than \$20,000 per year – plan to spend more than consumers earning from \$20,000 to \$50,000 on Valentine's Day. Consumers who earn between \$20,000 and \$29,999 plan to spend just \$96, \$30,000 to \$39,000, \$120, those earning \$40,000 to \$49,999, \$105 and individuals earning over \$50,000, \$126. Consumers earning over \$75,000 expect to spend almost \$139.

About the Visa Valentine's Day Spending Survey

The survey results are based on 1,000 telephone interviews conducted nationally from January 27 – 29, 2012 in cooperation with GfK Roper OmniTel.

Omnitel - January 27, 2012

Valentine's Day spending

Q.1 How much - in total - would you estimate you will spend on gifts, flowers, dining and other items on Valentine's Day this year?

Table 1

Base: Total Respondents

	Gender		Age					Income						Region				In- ternet access (S)	Infl- uen- tials (T)	
	Total (A)	Male (B)	Fe- male (C)	18-24 (D)	25-34 (E)	35-49 (F)	50-64 (G)	65+ (H)	Less than \$20K (I)	\$20K- 29.9K (J)	\$30K- 39.9K (K)	\$40K- 49.9K (L)	\$50K+ (M)	\$75K+ (N)	North east (O)	Mid- west (P)	South (Q)			West (R)
Total Unweighted	1009	471	538	50	90	189	376	284	143	114	81	88	388	258	203	240	349	217	808	97
Total Weighted	1000	486	514	128*	180	220	286	170	164	122	96*	91	342	217	185	218	370	227	829	79
0	312	149	163	41	37	54	87	82	63	39	29	21	84	53	52	79	125	56	222	20
	31.2	30.6	31.6	31.7	20.8	24.4	30.5	48.3	38.2	32.3	30.3	23.3	24.6	24.2	28.2	36.2	33.8	24.5	26.8	25.6
1-25	187	71	116	26	29	42	52	35	32	19	26	14	58	37	30	39	68	50	156	27
	18.7	14.7	22.5	20.3	16.2	19.3	18.0	20.7	19.4	15.9	26.8	14.9	16.9	17.2	16.1	18.0	18.3	22.2	18.9	33.6
26-50	191	71	121	21	42	42	62	25	33	23	16	17	78	43	36	34	65	57	169	14
	19.1	14.5	23.5	16.6	23.1	19.0	21.7	14.5	20.1	19.0	16.8	18.3	22.7	20.0	19.5	15.5	17.5	24.9	20.4	17.8
51-150	183	112	70	21	43	48	56	14	20	24	13	25	72	46	41	35	71	36	164	15
	18.3	23.1	13.7	16.5	24.1	21.7	19.6	8.0	12.1	20.1	13.2	27.5	20.9	21.4	21.9	16.1	19.3	15.8	19.8	18.4
Over 150	128	83	45	19	28	34	29	15	17	16	12	14	51	37	26	31	41	29	117	4
	12.8	17.1	8.7	14.9	15.8	15.6	10.2	8.5	10.3	12.8	12.8	16.0	14.9	17.2	14.3	14.3	11.2	12.7	14.1	4.6
Mean (Including 0)	81.0	103.5	59.6	90.3	98.2	93.3	68.6	65.2	76.1	65.2	84.2	80.6	95.7	105.1	98.4	89.0	64.9	85.3	88.6	42.9
Std. dev.	162.26	189.67	127.76	183.90	179.07	160.22	130.85	180.03	192.25	104.84	177.64	89.10	175.75	187.94	191.32	188.02	112.64	176.55	168.66	59.42
Std. err.	5.11	8.74	5.51	26.01	18.88	11.65	6.75	10.68	16.08	9.82	19.74	9.50	8.92	11.70	13.43	12.14	6.03	11.98	5.93	6.03
Mean (Excluding 0)	117.6	149.3	87.2	132.1	124.0	123.4	98.7	126.1	123.1	96.2	120.8	105.1	126.9	138.8	137.1	139.4	97.9	112.9	121.0	57.7
Std. dev.	184.24	212.30	146.57	209.99	193.17	173.94	147.24	235.05	232.71	115.20	202.51	88.18	192.40	204.93	213.91	220.12	126.22	195.41	186.94	62.45
Std. err.	7.14	11.78	7.94	36.01	23.42	14.30	9.06	19.52	27.05	13.39	28.08	10.69	11.26	14.53	17.95	18.16	8.38	15.96	7.79	7.36

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL



Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N - O/P/Q/R
 Overlap formulae used. * small base