

The Business of...

Digital Love

VALENTINE'S DAY, NOT ONLY A DAY FOR LOVE



Online diamond retailer BlueNile.com sales can increase by **100-200%** around Valentine's Day⁽¹⁾



Average increase of **40%** in the number of requests for **divorce lawyers** around Valentine's Day⁽²⁾

THE STOCK PRICE OF LOVE

From 2010-2012, the stock prices of companies associated with Valentine's Day beat the S&P by **4.2%** in the month of February⁽¹²⁾



HOW PEOPLE CONNECT ON VALENTINE'S DAY⁽¹¹⁾

63.4% Mobile phone	3.9% Email
15.4% VoIP calling	2.5% SMS
6.4% Landline call	1.8% Social networks
4.5% Video chat	1.1% Instant Messenger



ARE PEOPLE LOOKING TO SAVE TIME AND MONEY WHEN FINDING A SOULMATE?^(3,4)

Mass appeal online dating sites tend to have a lower price and shorter questionnaire than the more targeted sites.



	AVG COST PER MONTH	AVG NUMBER OF QUESTIONS	AVG MONTHLY VISITORS
Mass Appeal	\$31.98	73	5.4MM
Targeted	\$53.31	117	949K

THERE IS NO RECESSION ON VALENTINE'S DAY

GIFT PREFERENCES⁽¹³⁾

23% Dinner/Food
23% Chocolate
19% Flowers
18% Jewelry
17% Other

This year more people are anticipated to buy jewelry as a Valentine's Day gift than ever before, up **2%** compared to last year



OPENTABLE.COM⁽¹⁴⁾

53% make reservations more than a week in advance

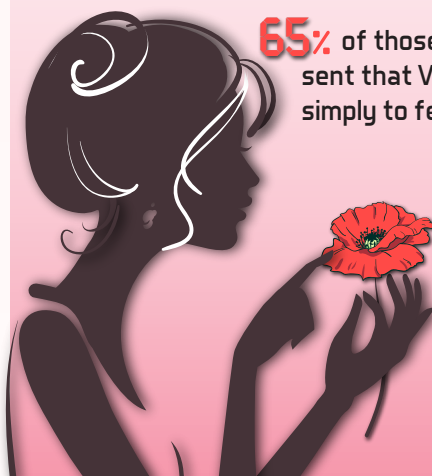
54% plan to spend \$100-\$200 on Valentine's Day dinner

MOST ROMANTIC CUISINE⁽¹⁴⁾

35% Italian 25% French

WILL I BE MY VALENTINE?

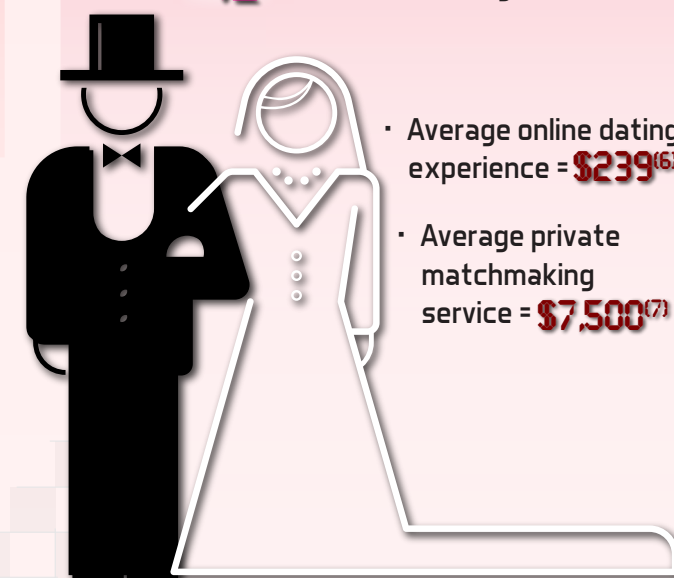
More than **75%** of single women admitted to inventing a faux Valentine (sent themselves flowers or chocolate)⁽¹⁰⁾



65% of those women sent that Valentine simply to feel special⁽¹⁰⁾

ONLINE DATING IS MORE EFFICIENT

18 Months to marriage online⁽⁵⁾
42 Months to marriage offline⁽⁵⁾



- Average online dating experience = **\$239**⁽⁶⁾
- Average private matchmaking service = **\$7,500**⁽⁷⁾

PEOPLE ARE BETTER LOOKING AND MORE SUCCESSFUL ONLINE



- Men decrease their weight on profiles by **1.5 lbs**⁽⁸⁾



- Women decrease their weight on profiles by **8.5 lbs**⁽⁸⁾

- On average, 30 year old women exaggerate their income online by **20%**⁽⁹⁾
- On average, 30 year old men exaggerate their income online by **25%**⁽⁹⁾

SOURCES:

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