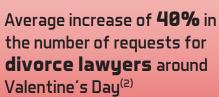
The Business of...

VALENTINE'S DAY, NOT ONLY A DAY FOR LOVE





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 Februaru⁽¹²⁾

HOW PEOPLE CONNECT ON VALENTINE'S DAY(11)



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)



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)



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MORE EFFICIENT Months to marriage online⁽⁵⁾ Months to marriage offline(5)

ONLINE DATING IS



- experience = **\$239**(6) Average private
- matchmaking service = **\$7.500**⁽⁷⁾

PEOPLE ARE BETTER LOOKING AND MORE SUCCESSFUL ONLINE





- · 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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