

# Valentine's Day 2017

By The Numbers

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WalletHub

## A Love Affair with Spending



**\$18.2 Bil**

Total Valentine's Day spending projected for 2017



**\$136.57**

Average amount Valentine's Day revelers will spend in 2017



**32%**

Will buy V-Day gifts at discount stores



**\$3.8 Bil**

Total amount that will be spent by the 36.6% of couples planning a night out on Valentine's Day



**\$79.68**

Average per-couple cost of a Valentine's evening out



**\$200** **\$100**

**2X**

Men spent almost double than women in 2016

## To Celebrate or Not to Celebrate?



**46.1%**

Of adults DO NOT plan to celebrate Valentine's Day this year



**53%**

Of women say they would break up with their significant other if they got nothing for Valentine's Day



**90%**

Of people in a relationship plan to buy a gift for their significant other



**50%**

Of singles are proud of their relationship status



**24%**

Of singles buy themselves a present for Valentine's Day



**20%**

Of people will buy Valentine's Day gifts for their pets

## Looking for True Love



**9 Mil**

Marriage proposals will be made on Valentine's Day this year



**1.9 Mil**

Facebook users changed their relationship status within a week of Valentine's Day



**20%**

Increase in new Match.com profiles the week after Valentine's Day



**399**

Number of dating services nationwide



**5%**

Of marriages and committed relationships begin online

## Flowers, Candy & Jewelry



**\$1.7 Bil**

Will be spent by the 49.7% of celebrators who plan to buy candy this year



**94%**

Of the people celebrating Valentine's Day want to receive candy and chocolate



**\$2 Bil**

Will be spent by the 34.7% who plan to buy flowers



**20%**

Of annual flower sales happen around Valentine's Day



**\$4.3 Bil**

Will be spent by the 18.7% of celebrators who plan to buy jewelry

## Greeting & Gift Cards



**\$1.4 Bil**

Will be spent on Valentine's Day gift cards this year



**\$1 Bil**

Will be spent on Valentine's Day greeting cards



**1,500**

Types of Valentine's Day greeting cards are being offered by Hallmark in 2017

## Best Cities for Valentine's Day

WalletHub analyzed the 100 largest U.S. cities based on 20 key metrics, ranging from restaurant costs to the number of florists, jewelers and candy shops per capita.



**1st**

San Francisco



**2nd**

Scottsdale, Ariz.



**3rd**

Honolulu



**4th**

Orlando, Fla.



**5th**

Seattle

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Data in this report is based on WalletHub analysis as well as information from the National Retail Federation, Hallmark, OpenTable.com, American Express, and news reports.