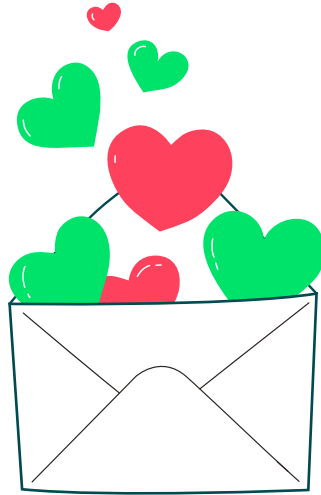




2022 CONSUMER SURVEY REPORT

Valentine's Day





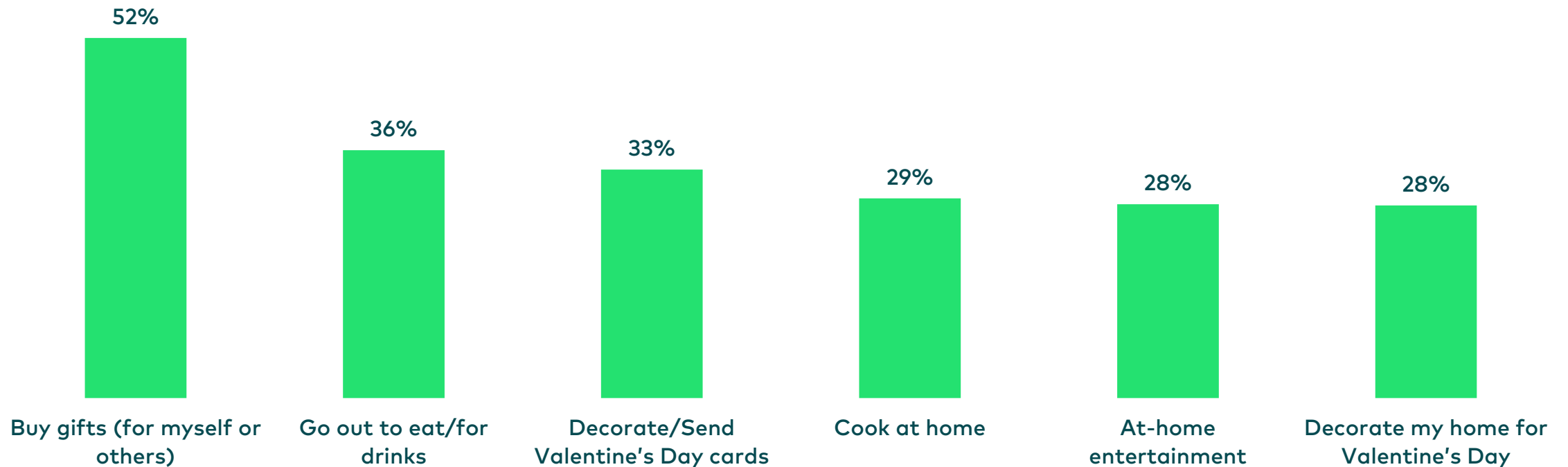
We asked 1,200 Valentine's Day celebrators about their upcoming plans.

Numerator's 2022 Valentine's Day survey was fielded between Wednesday 1/12 and Tuesday 1/18 to **1,175 individuals** who plan to celebrate this upcoming Valentine's Day.

Valentine's Day celebrators are opening their hearts and their pocketbooks.

Over half of consumers are expecting to make Valentine's Day a shopping holiday, planning to buy gifts for themselves or others. A third are opting to go out to eat / for drinks and decorate / send cards to commemorate the day.

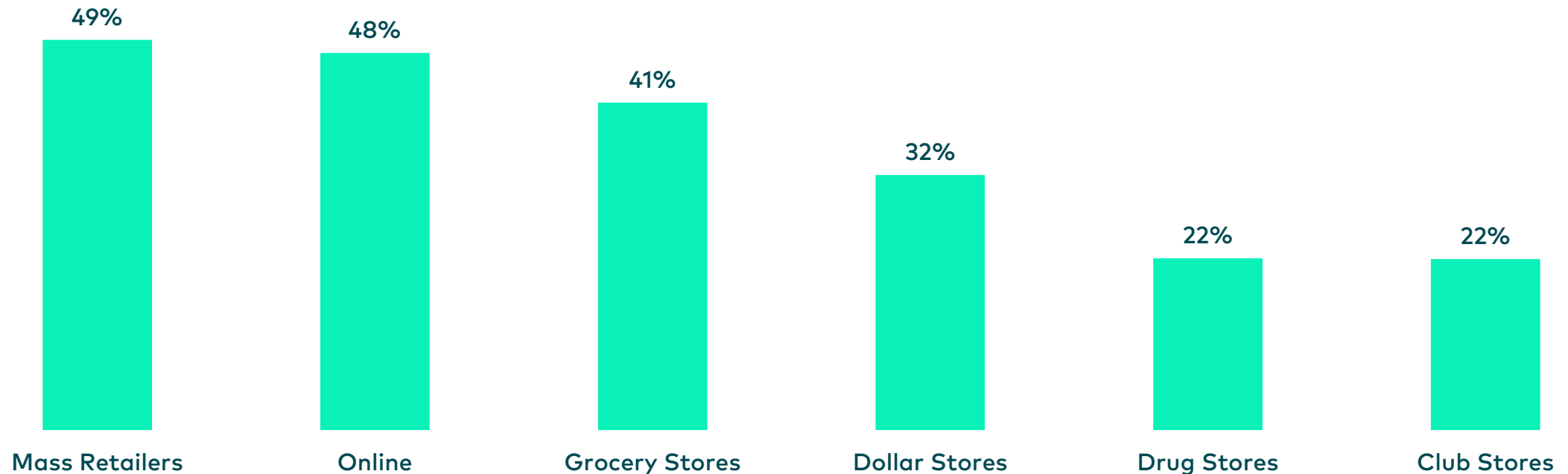
VALENTINE'S DAY PLANS



Mass and online retailers can expect to capture almost half of all celebrators.

Despite mass retailers' slight edge overall, the online shift is pronounced— all age brackets under-55 list online as the most probable shopping location this Valentine's Day.

PLANNED VALENTINE'S DAY SHOPPING LOCATIONS

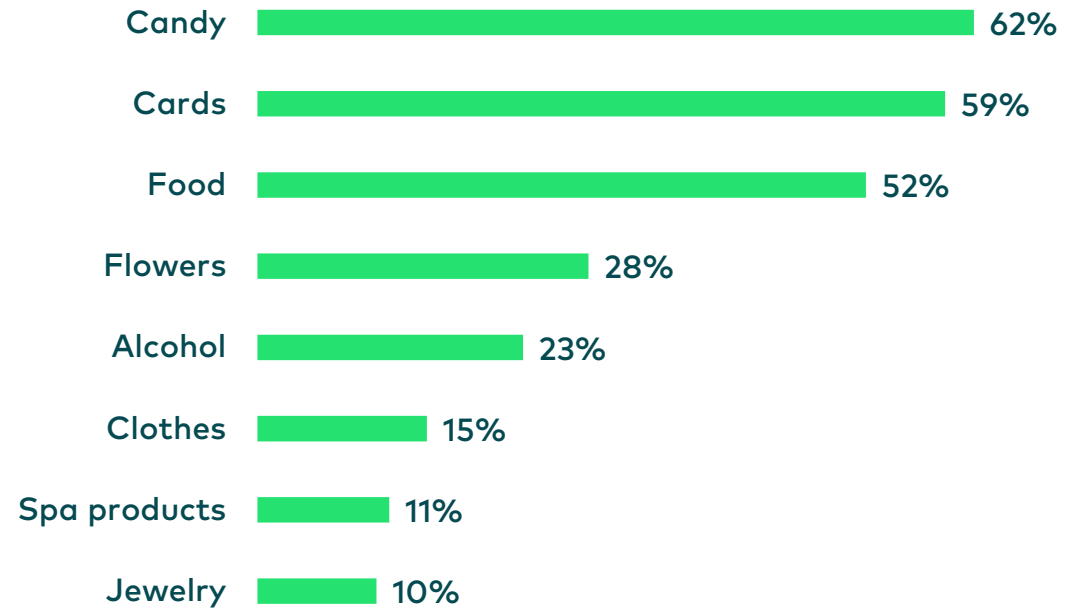


Candy, cards & food are expected in most Valentine's baskets.

Having a ring doesn't necessarily translate into more sparkly things— gifts such as jewelry are notably less popular amongst Married consumers (index **78** vs. average).

Younger shoppers are more likely to opt for alcohol (index **129**), clothes (**123**), and spa products (**115**) than the traditional gifting options.

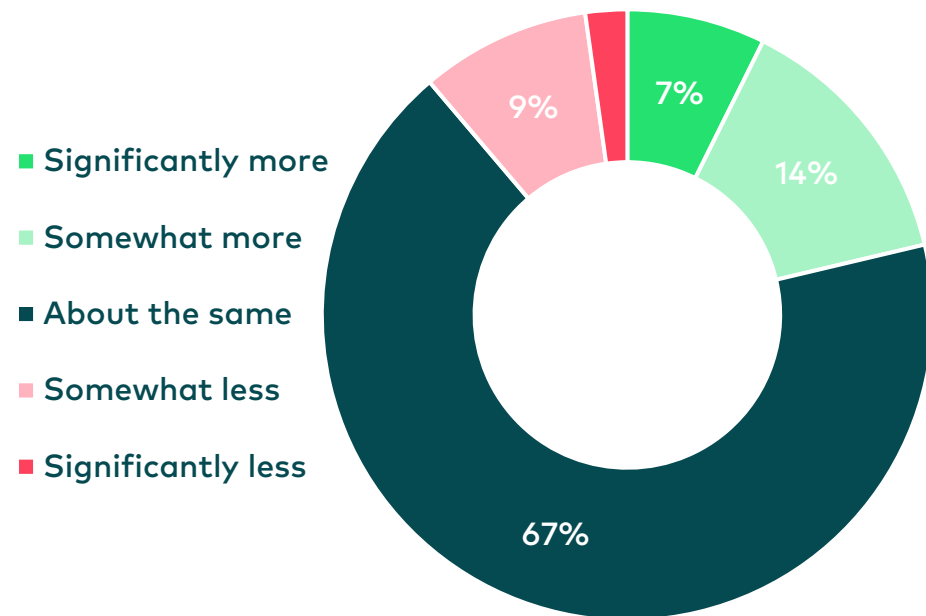
VALENTINE'S DAY PLANNED PURCHASES



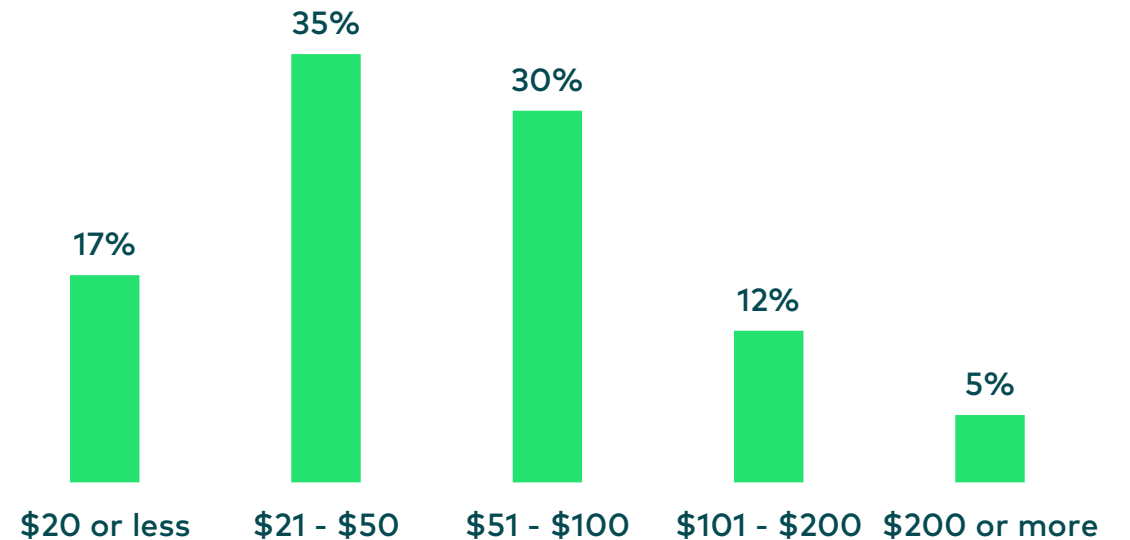
A Valentine's Day sweet tooth could lead to a spend increase in the candy aisle.

While 2 in 3 Valentine's Day shoppers look to keep their candy spending on par with prior years, 1 in 5 are planning to spend more this year. Almost 2 in 3 expect their total Valentine's spending to fall between \$21 - \$100.

CANDY SPEND CHANGE V. LAST YEAR



EXPECTED VALENTINE'S DAY TOTAL SPEND

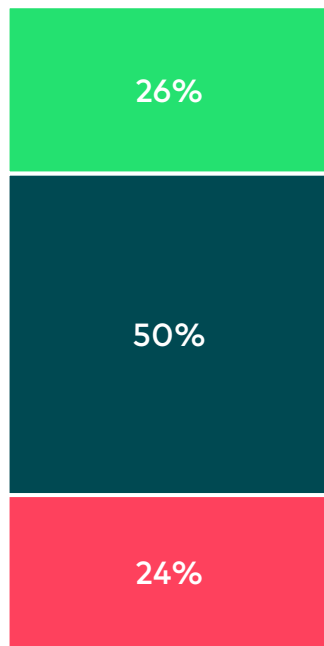


Inflation is weighing on consumers' hearts this Valentine's Day.

Roughly 3 in 4 Valentine's Day celebrators expect inflation to impact their shopping plans. Seeking out promotions / coupons, shopping around for the best price, and buying smaller sizes are the main strategies they'll take to combat this impact.

EXPECTED INFLATION IMPACT

■ Significant Impact ■ Slight Impact ■ No Impact



SHOPPING PLAN CHANGES DUE TO INFLATION



Numerator 2022 Valentine's Day Survey (n= 1,175) 01/12/2022 – 01/18/2022
How big of an impact– if any– do you expect inflation to have on your Valentine's Day plans?
What changes– if any– will you make to your Valentine's Day shopping to account for inflation/rising price?

The background is a dark teal color with scattered white icons: gift boxes with red ribbons, hearts in red and light pink, and dollar signs in light green. The icons are distributed across the entire page, creating a festive holiday theme.

Loving these holiday insights?

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