

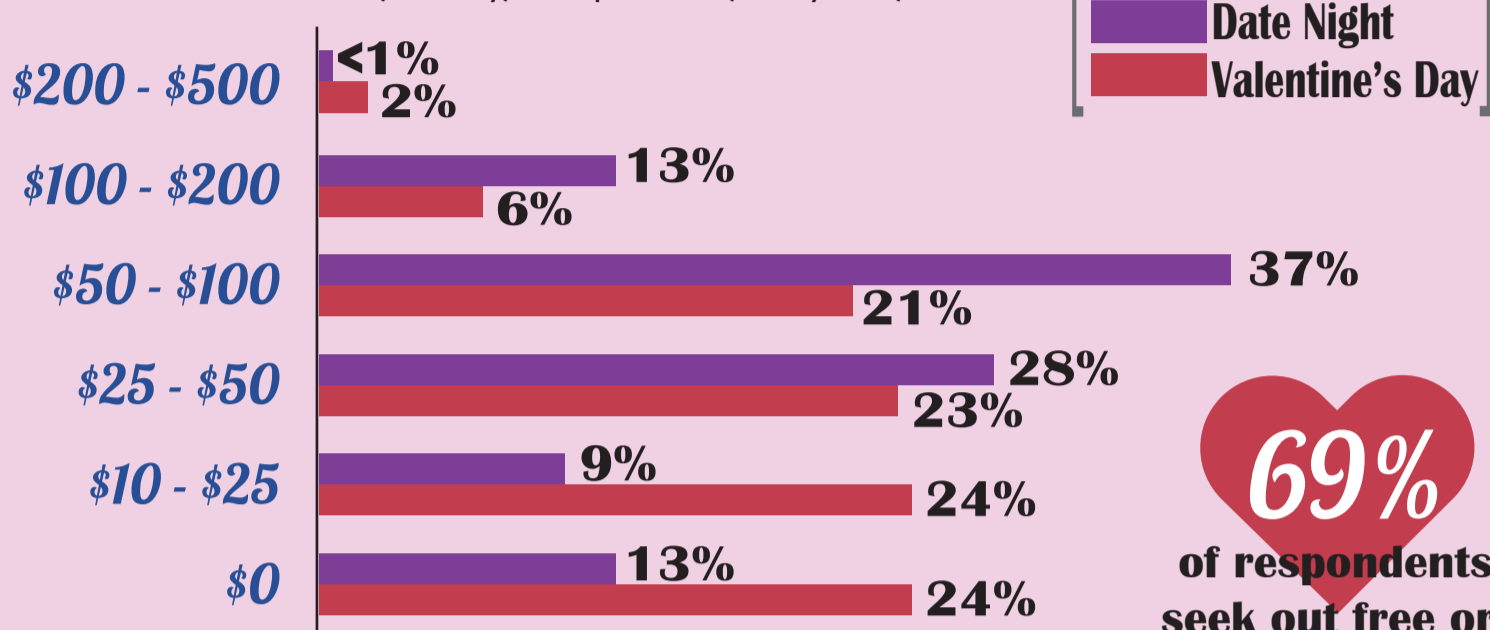
Valentine's Day

How Much Do You Spend on a Date?

ACCC polled consumers to find out how much they spend on date night vs. Valentine's Day

Cost of Date Night vs. V-Day

*all costs included: dinner, activity, transportation, babysitter, etc.



69%
of respondents seek out free or inexpensive date options

Relationship Status

71% of respondents are married or in a relationship

22% of respondents are single or dating

7% of respondents are divorced

How Often Do You Date?

Married couples are most likely to go out on dates several times a year **31%**

Unmarried couples are most likely to go out on dates once a month **28%**

Single people are most likely to go out on dates once a week **22%**

Divorced people are most likely to not go out on dates at all **29%**

How Often Do You Date? - All Respondents



Most Popular Gifts

dinner
35%

chocolates/candy
31%

flowers
15%

activity
12%

21% of respondents will buy nothing

29% of respondents said "other gift"

February 2014 poll results from American Consumer Credit Counseling