

Valentine's Day By The Numbers



Valentine's Day is the third largest consumer holiday in the United States by amount spent, with the \$19.7 billion that we shell out in Cupid's name each year coming in just behind the \$21.2 billion spent on Mother's Day and the \$630.5 billion we devote to the winter holidays. So, whether you love or hate this holiday (if you even think it's a holiday to begin with), there's no denying St. Valentine's impact on our nation's economy.

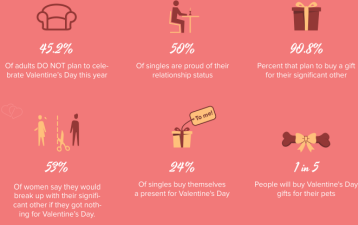
With that in mind and to help people embrace that loving feeling in a manner that's safe for their wallets, the personal finance website WalletHub prepared the following Valentine's Day By The Numbers infographic, which showcases participation rates, spending trends and other fascinating tidbits about this romantic day.

Valentine's Day 2016

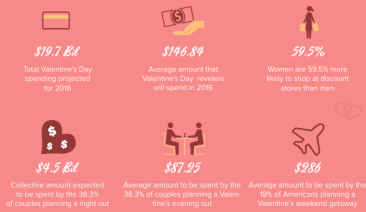
By The Numbers

WalletHub

To Celebrate or Not to Celebrate?



Love Affair With Spending



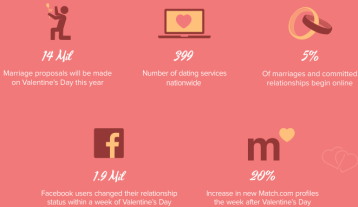
Flowers, Candy & Jewelry



Greeting & Gift Cards



Looking for Love



Best Cities for Valentine's Day



PRESENTED BY
WalletHub



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

Source: WalletHub

From a WalletHub News Release for SouthFloridaReporter.com, Feb. 12, 2016