

Carlton Cards Presents Valentine's Day Fun Facts



Mississauga, Ontario (January - 2017) - Valentine's Day is the perfect day to show your love and appreciation to all the special people in your life. Carlton Cards trend experts have uncovered some interesting facts about Valentine's Day and relationships from Stats Canada, and a poll from RetailMeNot conducted from January 22 to January 23, 2016.

- Approximately 10 million Valentine's Day cards are exchanged each year (not including classroom Valentines)
- While 80% of Canadians agree that consumers overspend on Valentine's Day, 77% agree that the first celebration for a new couple is the biggest
- 62% of Canadians agree that Valentine's Day becomes less important the longer you are together and less costly
- Canadians spend an average of \$164 on Valentine's Day. Men outspend women (\$219 vs. \$109)
- Dating couples spend more on each other than married couples (\$148 vs. \$134)
- On average, Canadians will spend the following on classic Valentine's Day gifts:
 - Jewelry; \$190
 - Tickets to an event or show: \$76
 - Lingerie: \$61
 - Flowers: \$40
 - Candy or chocolate: \$18
- Canadians are thrifty and don't see any harm in using a coupon on a date (70%) or a gift (75%) for their Valentine
- Men admit they tend to wait until the last minute to make plans for Valentine's Day (37%) and purchase a gift (42%)
- Roses are always a popular gift for Valentine's Day. According to Stats Canada, 5.9 million rose stems were produced in Canada and 12.3 million dozen roses and rosebuds were imported in 2014
- The top three ways for couples to spend February 14th is dinner at a restaurant (21%), a home-cooked meal (20%) and a romantic night at home (17%)

About Carlton Cards Ltd.

Carlton Cards Ltd. is a subsidiary of American Greetings with corporate headquarters in Mississauga, Ontario. For over 95 years Carlton Cards Ltd. has been helping consumers enhance their relationships to create happiness, laughter and love. The Company offers seven English speaking brands: Carlton Cards, American Greetings, Papyrus, Recycled Paper Greetings, Gibson, Tender Thoughts and Today and Always as well as three French speaking brands: Cartes Carlton, Papyrus and Tout en Tendresse. For more information on the Corporation visit <http://www.carltoncards.ca/>

About American Greetings Corporation

For more than 100 years, American Greetings Corporation has been a creator and manufacturer of innovative social expression products. Along with greeting cards, its product lines include paper product offerings which include DesignWare party goods and American Greetings and Plus Mark gift-wrap, boxed cards and electronic greetings. Headquartered in Cleveland, Ohio, American Greetings generates annual revenue of approximately \$1.9 billion. For more information on the Company, visit <http://corporate.americangreetings.com/>

Carlton Cards Ltd. 1820 Matheson Blvd., Mississauga, ON L4W 0B3

For more information contact: Eleanor Kobayashi / Communications Specialist Phone: 1-800-663-CARD Email: Pressroom@carltoncards.ca