



# Carlton Cards Valentine's Day Statistics



Mississauga, Ontario (January 2016)

Though love is not something statisticians can predict or provide exact data on, the Carlton Cards Valentine's Day experts have come up with some interesting facts about the holiday from surveys completed by Research Management Group and Leger Marketing for Walmart Canada, RetailMeNot and Amazon.ca.

- Approximately 16 million Valentine's Day cards are exchanged each year (not including classroom valentines) making it the second-largest holiday for giving greeting cards
- The most popular gifts for Valentine's Day are candy (51%), followed by greeting cards (34%), apparel/footwear (27%), gift cards (16%), toys (14%) and flowers (13%)
- In Manitoba and Quebec, flowers are the top gift and Manitobans are most like to mark the special day with a Valentine's Day card
- Atlantic Canadians seem to be more practical. The number one wish gift are household items such as décor and kitchen items
- Though one in four Canadians is expecting a gift for Valentine's Day, spending time together is what Canadians really want with 68% planning to spend the day at home
- Not surprising with our busy lives that 30% want to spend the time at home enjoying a home cooked meal
- Canadians will spend an average of \$42 for Valentine's Day, with men expected to shell out an average of \$54 and women only expecting to spend \$31
- The age old standby of dinner and movie is passé. Only 13% of Canadians plan to spend Valentine's Day going out to enjoy a dinner/film combo
- Though we have 364 days to go shopping for Valentine's Day gifts, 36% of Canadians wait a week or two to hit the stores for their purchases

- For three years in a row (2012 through 2014), Victoria, British Columbia has been named the most romantic city in Canada by Amazon.ca. The company compared sales data on a per capita basis based on purchases of romantic novels and relationship books (Kindle books and print books), romantic comedies and collection of romantic tunes from Michael Bublé. Surprisingly, Saint-Valentin, Quebec and Love, Saskatchewan didn't even make the top twenty!

Carlton Cards hopes that the one statistic this Valentine's Day that is 100% is that you have a wonderful day with someone special and take the time to show how much you mean to each other.

#### **About Carlton Cards Ltd.**

Carlton Cards Ltd. is a subsidiary of American Greetings with corporate headquarters in Mississauga, Ontario. For the past 95 years Carlton Cards Ltd. has been helping consumers enhance their relationships to create happiness, laughter and love. The Company offers six English brands: Carlton Cards, American Greetings, Papyrus, Recycled Paper Greetings, Tender Thoughts and Today and Always as well as three French brands: Entre Nous, 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 \$2 billion. For more information on the Company, visit <http://corporate.americangreetings.com/>

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