

Counting Cupids: Seventy-Five Percent of People Consider Themselves Romantic

Men Put Their Money Where Their Mouth Is: Plan to Outspend Women 2:1 on Valentine's Day

REDWOOD CITY, Calif. – February 1, 2018 – Men plan to go all out this Valentine's Day, spending more than twice as much as women. According to a survey by [Shopkick](#), the leading shopping rewards app, men plan to spend an average of \$207.60 on their significant other and \$70.24 on their children. On the other half of the heart, women plan to spend \$89.54 on their sweeties and \$40.30 on the little ones.

And it's not only monetary differences between the genders.

- **Guys are More Giving:** More men (40 percent) than women (31 percent) believe it's "very important" to GIVE a Valentine's Day gift
- **But Most Don't Care About Getting in Return:** Fifty-five percent of men don't find it at all important to receive a gift, and not many of either gender find it very important; only 17 percent of women and 11 percent of men
- **Crafty Courting:** Women are more likely than men to make a gift (15 percent vs. 7 percent) or give experiences (16 percent vs. 10 percent)
- **Tried and True for Yours Truly:** The most popular gifts are the traditional dinner out (27 percent) or flowers and chocolate (21 percent)

Self-proclaimed non-romantics still partake – just more casually – in the Feast of Saint Valentine.

- **Cutting it Close:** While 44 percent of romantics start planning Love's Day a month out, over 50 percent of non-romantics wait until the day before or the day-of!
- **Sour Suitors:** Twenty-three percent of the unsentimental won't be giving their loves anything (compared to only four percent of romantics)

Despite the reports that having children kills romance, mom and dad still plan to celebrate Valentine's Day.

- **Passionate Parents:** Seventy-six percent of parents consider themselves romantic and 38 percent start planning the big day a month in advance; 55 percent are more excited about Valentine's Day since becoming a parent

"Whether it's dinner at home, a special night out, a bouquet of flowers or simply a card, February 14 is a day to treat that special someone," said Bill Demas, CEO of Shopkick. "Our vast array of partners make giving this Valentine's Day more fun and rewarding."

Shopkick conducted a survey of over 11,500 users to determine attitudes and shopping habits for Valentine's Day 2018. The survey was conducted between January 16 – 22, 2018.

About Shopkick, Inc.

Shopkick is the leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, we provide high consumer engagement along the entire path to purchase. Our unique pay for performance model has been proven to deliver high ROI, driving incremental traffic, product visits, and sales. Some of our leading brand and retail partners include Best Buy, Clorox, Coty, eBay, GSK, Georgia Pacific, Hotels.com, Marshalls, Nestle, Purina, TJ Maxx and Unilever, among others. Shopkick is available for free on the iPhone from the [App Store](#) and for Android from [Google Play](#).

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