



Men should take their women away for a Valentine's Day weekend, avoid giving flowers

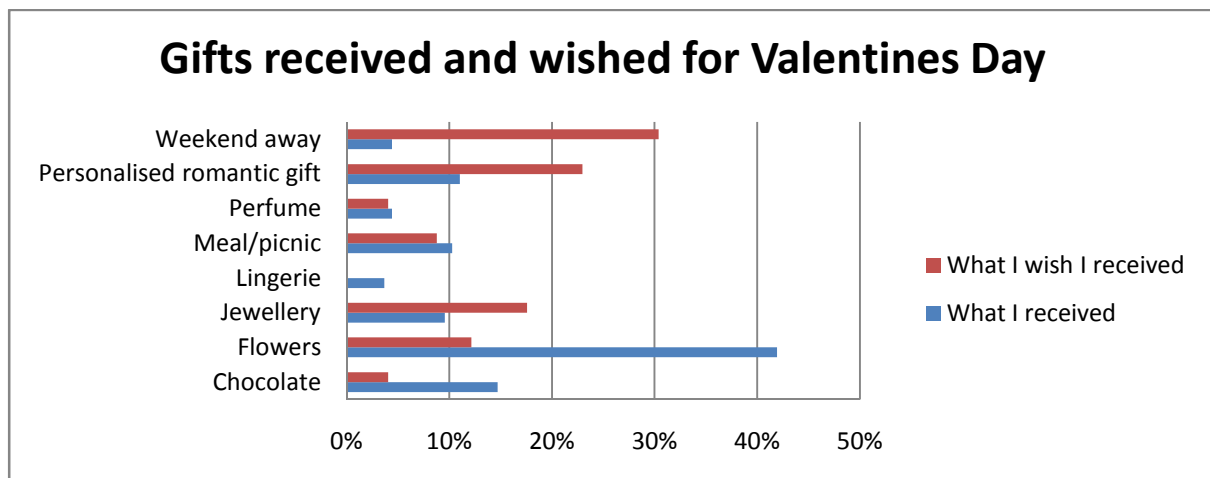
An online Valentine's Day gifts survey by astrology gift report company, It's In The Stars at <http://www.itsinthestaronline.com> has found that men are only getting it right some of the time regarding Valentine's Day gifts.

Women want men to spend more romantic initiative and ingenuity on their gifts – and oh, some more money, too.

Only a third of those women who received flowers wanted them, seven times as many women would like to be surprised with a romantic weekend away as was surprised with one, and twice as many women want personalised romantic gifts and jewellery as have received them for Valentine's Day.

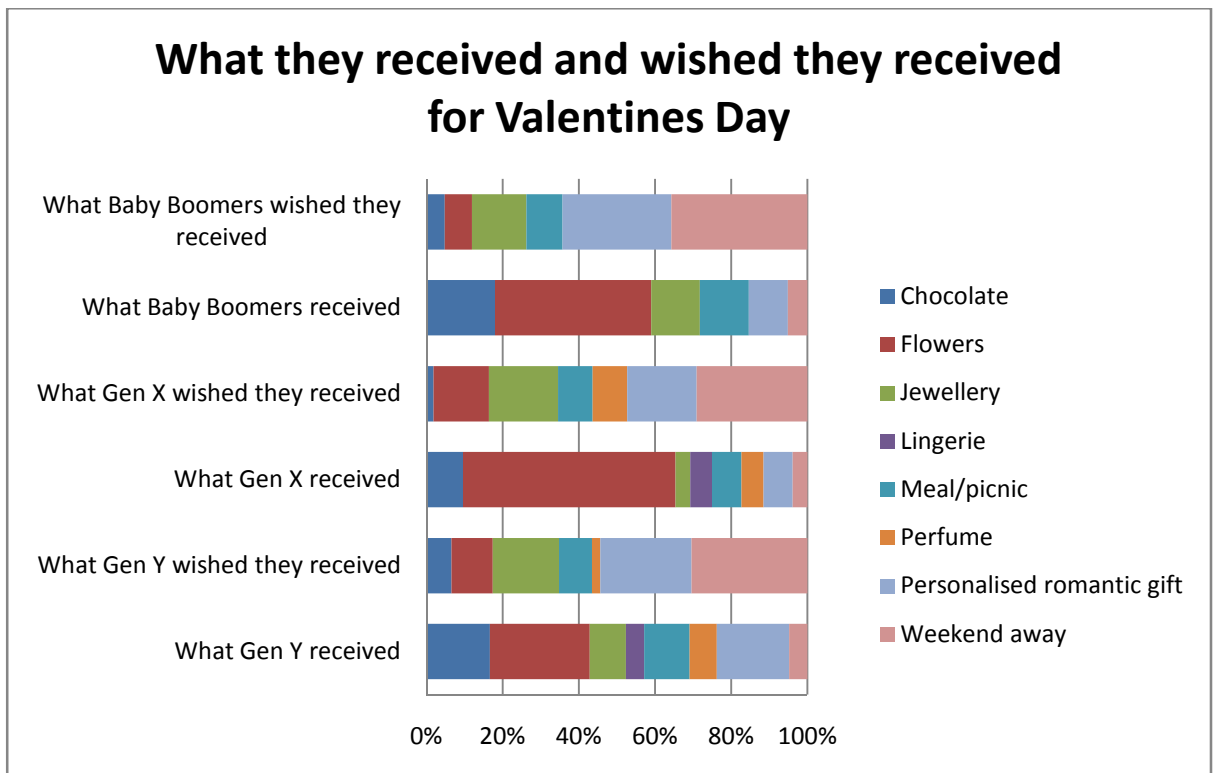
Many women receive flowers – but really want a weekend away or a personalised romantic gift

- The top Valentine's Day gifts women **wanted to receive** are a weekend away (30.4%), personalised romantic gift (22.9%) and jewellery (17.6%) which are gifts which create a special memory
- The top three Valentine's Day gifts that women **received** were flowers (41.9%), chocolate (14.7%) and personalised romantic gifts (11.0%)
- A romantic meal was a good gift "match", with 10.2% receiving it and 8.7% wishing for it
- Women were least likely to wish for perfume and chocolate (4.1% each) and not one woman wanted to receive lingerie
- Only 4.4% went away for a romantic Valentines weekend but more than seven times as many (30.4%) wished they had done so
- Only 12.2% wished for flowers but more than three times as many (41.9%) received them



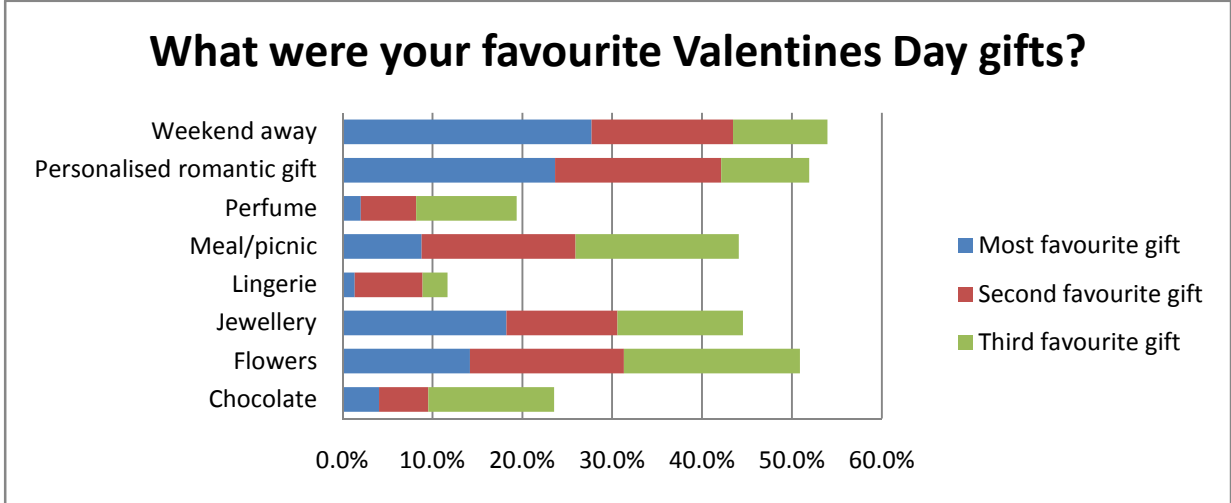
Gen Xers get flowers, Gen Ys get personalised gifts and Baby Boomers get chocolate

- Of the three age groups, Generation X women were the most likely to receive the old favourite - flowers (55.8%) - and lingerie (5.8%)
- Generation Y women were the most likely to receive a personalised romantic gift (19.0%) and perfume (7.1%)
- Baby Boomer women were the most likely to receive chocolate (17.9%), jewellery and romantic meal/picnic (12.8% each), and a weekend away (5.1%)
- Generation X were the most likely to wish they had received jewellery (18.2%), flowers (14.5%), perfume (9.1%), and lingerie (5.8%)
- Generation Y was the most likely of all three age groups to wish for more chocolate (6.5%)
- Baby Boomers were the most likely to wish they had received a weekend away (35.7%), a personalised romantic gift (28.6%), or a romantic meal/picnic (9.5%)
- No Baby Boomer women reported that they received nor that they wanted to receive lingerie or perfume



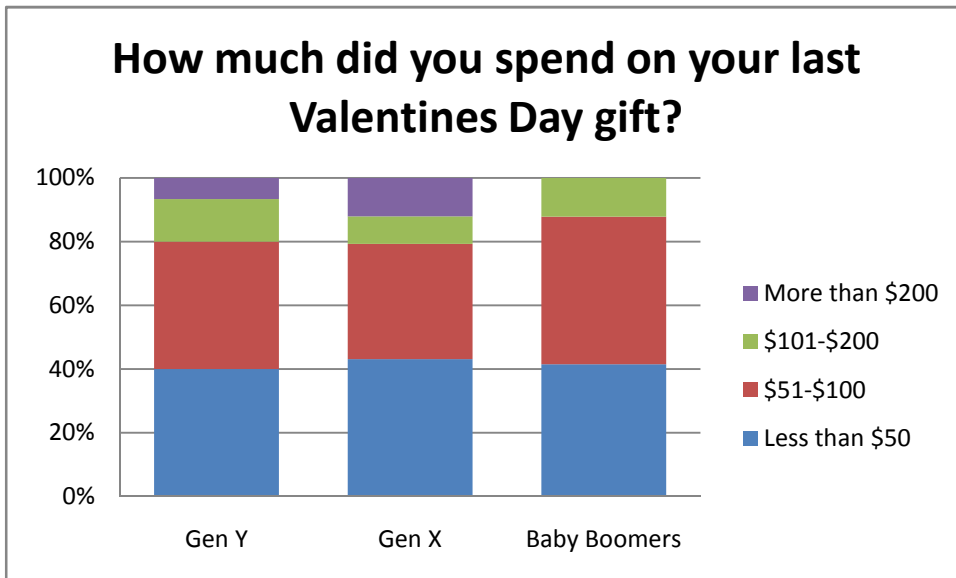
Weekends away, personalised romantic gifts, and flowers top three most favourite gifts

- The answers were a little different when the women were asked what were their favourite, second favourite, and third favourite gifts based on past Valentine’s Day occasions
- Unsurprisingly, a weekend away was the most favourite gift (27.7%), a personalised romantic gift topped the list for the second favourite (18.5%) while the third favourite gift was flowers (19.6%) – most likely because that is what many women receive for Valentine’s Day.
- Across all three levels of favourite Valentine’s Day gifts, the five most popular gifts were a weekend away (voted by 53.9% of all respondents), personalised romantic gifts (51.9%), flowers (50.9%), jewellery (44.6%), and a meal/picnic (44.1%).



Gen X women spend the least – and the most – on Valentine’s Day gifts

- Overall, 82.4% of all women spent less than \$100 on Valentine’s Day gifts
- Generation X women are the most likely of all three age groups to spend under \$50 (43.1%) and over \$200 (12.1%) on Valentine’s Day gifts
- Baby Boomers are the most likely to spend \$51-\$100 (46.3%) but no Baby Boomer woman reported spending more than \$200 on Valentine’s Day gifts
- Gen Y women are the most likely to spend \$101-\$200 (13.3%)



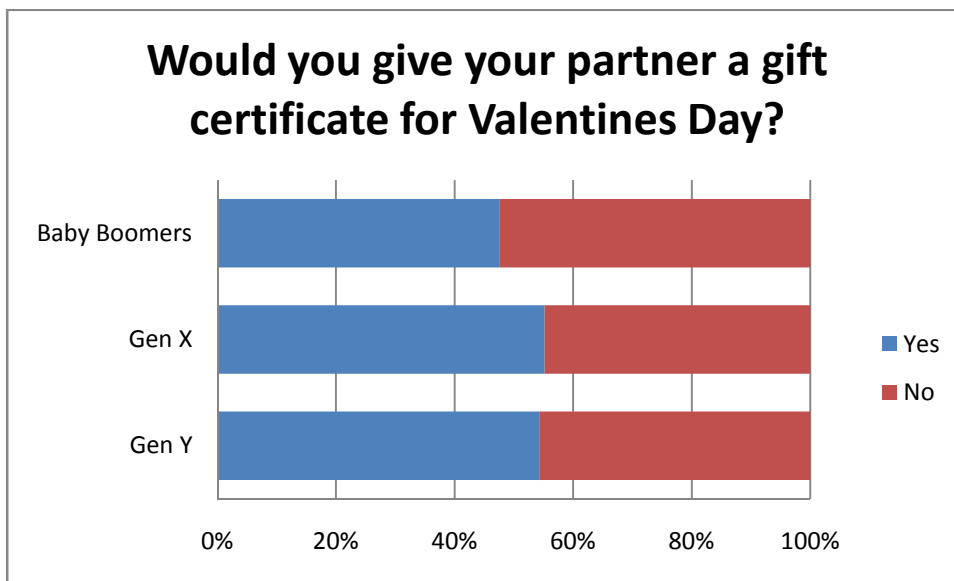
One-quarter buy from department stores, one in five online

- The five top locations where women bought their Valentine’s Day gifts were from a department store (27.0%), specialty/personalised gift website (16.8%), big box retailer eg Target (13.9%), boutique/specialty shop (10.9%), and a supermarket/grocery store (7.3%)
- Of all three age groups, Gen X women are most likely to buy from a department store (32.7%), hotel/resort/B&B weekend away (7.7%), or a free-standing kiosk in a mall (5.8%)
- Of all three age groups, Gen Y women are most likely to buy from a big box retailer (15.9%), have a romantic restaurant/cafe meal and supermarket/grocery store (9.1% each), buy from a general website ie Amazon (6.8%), or a fair/bazaar/market (4.5%)
- Of all three age groups, Baby Boomer women are most likely to buy from a speciality/personalised gift website or a boutique/specialty shop (19.5% each)
- Women living in rural/regional areas were twice as likely as metropolitan respondents to buy Valentine’s Day gifts from a specialty/personalised gift website (25.6% vs 12.1%)



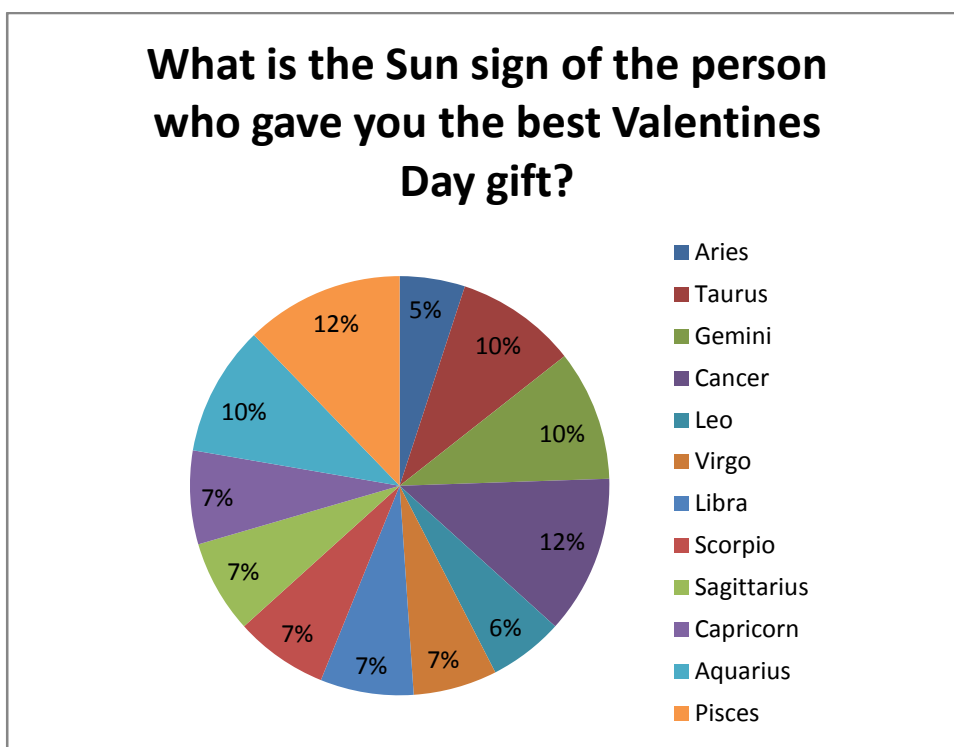
52.3% of women would give their partner a gift certificate for Valentine's Day

- 55.2% of Gen X women would give their partner a gift certificate for Valentine's Day
- Baby Boomer women are the least likely (47.6%) to give gift certificates for Valentine's Day



Women vote Cancerian and Piscean men as the best Valentine's Day gift-givers

- Cancerian and Piscean men are voted the best Valentine's Day gift-givers (12.2% each)
- In second place are Gemini and Aquarian men (10.0% each), followed by Taurean men (9.3%)
- Aries men are the least likely Sun sign to have given a good Valentine's Day gift (5.0%)



It's In The Stars at <http://www.itsinthestaronline.com> has been delighting couples and parents with its beautifully designed hardcover astrology reports as unique personalised gifts for anniversaries, babies, birthdays, christenings, Christmas, engagements, Mothers Day, Valentine's Day and weddings since 2005. If you'd like to take part in regular surveys about important gift-giving occasions, please sign up for free at <http://www.itsinthestaronline.com/register.html>.