

What Are You Getting Me, Valentine?



Recent study by Experian Simmons uncovers how Cupid's holiday has evolved

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Valentine's Day did not start out as the day when individuals expressed their love for one another. However, over the last few decades, it has evolved into the second-largest card-giving holiday of the year. Along with cards, this popular festival of love and romance is also synonymous with chocolates, fully booked restaurants and, of course, roses.

Another evolution related to Cupid's holiday also has occurred. Experian® SimmonsSM conducted a study reviewing the behavior of consumers relative to Valentine's Day. The study revealed surprising information about how gift giving during Valentine's Day has changed as well as the role of the Internet related to this holiday.

To review the results of Experian Simmons' Cupid's day study, download the [free report](#).

About Experian Simmons

Experian Simmons is a full-service market and consumer research organization dedicated to enabling clients to optimize communications with their customers and prospects across multiple channels by providing a robust description of the American consumer. For more information, visit <http://www.experiansimmons.com>.

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