

Media Release
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Will retailers be left broken-hearted this Valentine's Day?

With the Heat Group's latest poll revealing that only 20% of Aussie women think Valentine's Day is valid to their relationship and 33% plan to spend money on a gift for their partners, it might be retailers left with the broken heart if Valentine's Day doesn't deliver the positive sales boost some retailers are hoping for.

When asked how much they were planning to spend on a present for their partner for Valentine's Day this year, only 33% of the 465 women polled indicated they were planning to spend money on a gift. While 42% of women indicated they, and their partners, don't buy each other gifts for Valentine's Day.

"With a fall in the subdued retail sector in December retailers are trying more than ever to maximise events, like Valentine's Day, in an effort to boost sales. However with only a third of women planning to spend on gifts this Valentine's Day retailers may face another letdown," says Gillian Franklin, Managing Director of The Heat Group.

When looking at the planned spend on gifts for Valentine's Day, 7% of women plan to spend less than \$20, 13% plan to spend \$20 to \$50, 10% plan to spend \$50 to \$100, and only 3% plan to spend over \$100 on a gift.

"On the back of a lacklustre Christmas period this isn't positive news for retailers, however I encourage them to focus on the women who are planning to spend money on a Valentine's gift, there is still a market to tap into. It's important for retailers to leverage their relationships with female consumers to maximise sales where possible," says Franklin.

In addition to the minority of women indicating that Valentine's Day is valid to their relationship, the Heat Poll also reveals that the majority of women aren't fussed when it comes to Valentine's Day, with just under half confirming their security in their relationship by agreeing 'If we do something then great, if not I'm not bothered. I know my boyfriend/husband loves me.' While a third feel that Valentine's Day isn't valid to their relationship at all, consider it to be commercial and don't place any real importance on it.

"It's positive to see that women are confident in their relationships and feel they don't need a day like Valentine's Day to celebrate their love. Although it is a little sad that some of the Valentine's Day magic has been lost," says Franklin. "Romance isn't dead, not at all. But I think for many women they feel that romance doesn't have to be dictated to them by a particular day of the year."

How valid is Valentine's Day to your relationship?

If we do something then great, if not I'm not bothered (I know my boyfriend/husband loves me).	48%
Not valid at all. I think it's commercial and I don't place any real importance on it.	32%
Very valid. I think you should always celebrate those you love.	20%

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Media enquiries please contact:

Naomi Hellenen | The Heat Group | 03 8545 7129 | 0427 822 791 | naomih@heatgroup.com.au

About The Heat Group

As a distributor for leading personal care brands, The Heat Group is one of Australia's most successful entrepreneurial companies and Gillian Franklin, Founder and Manager Director, is one of Australia's innovative marketers with a passion and commitment to supporting women.

The Heat Group is proud to recognise and respect the needs of Australian women and regularly engages with women via the Heat Poll, a research initiative that provides insight into the needs and opinions of women.

www.heatgroup.com.au