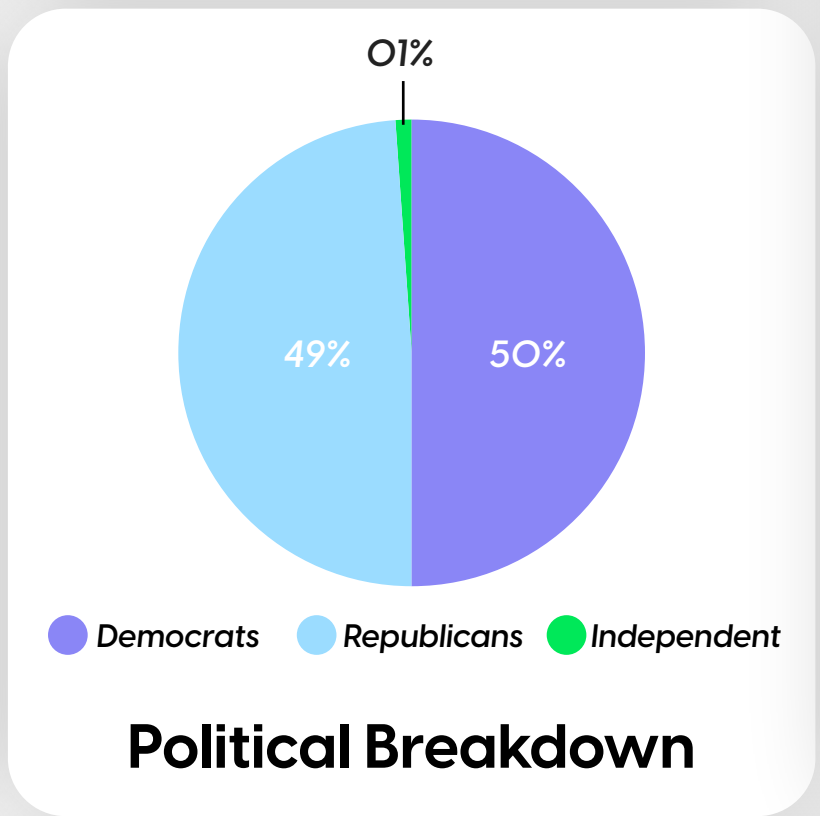
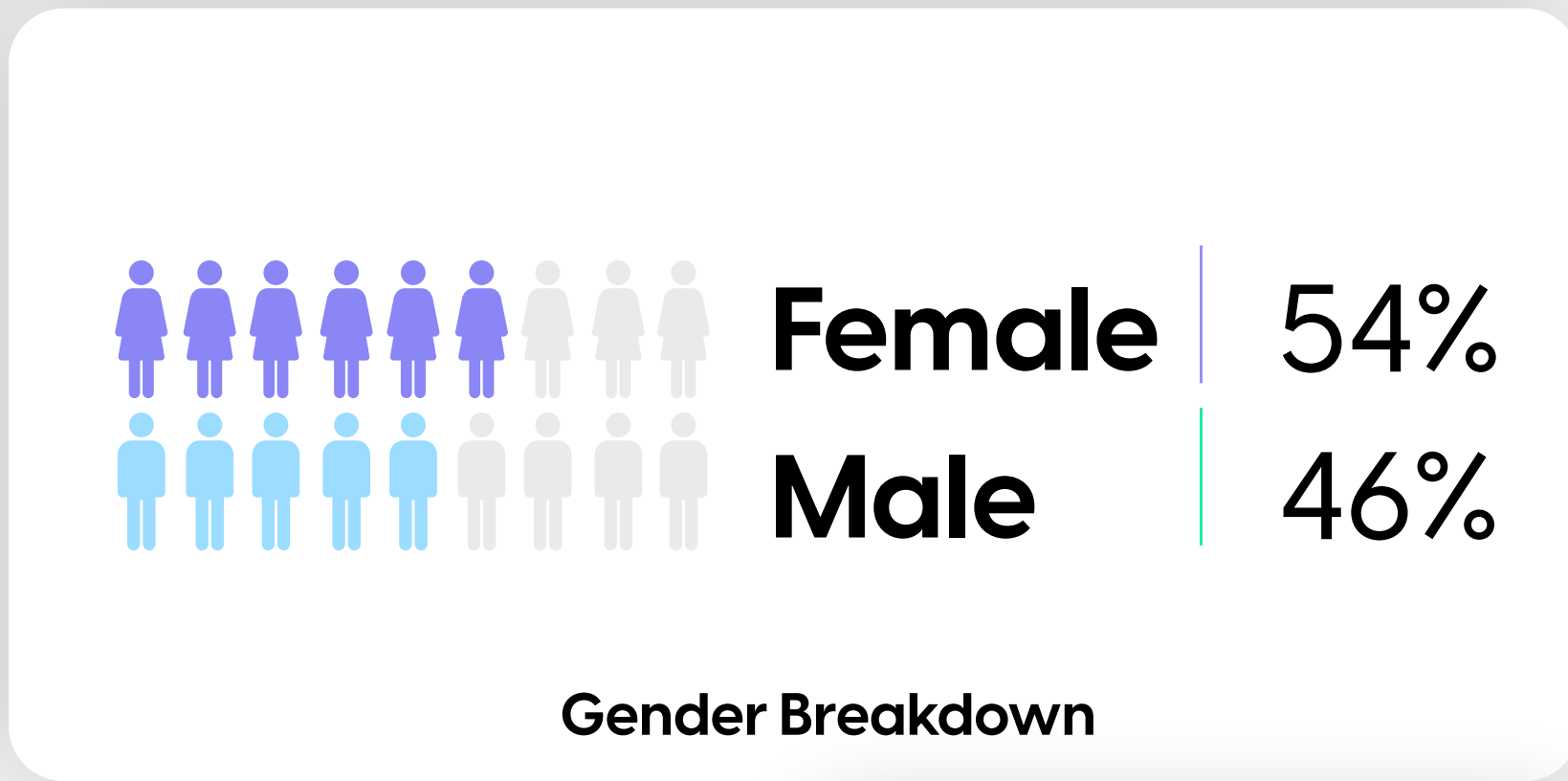
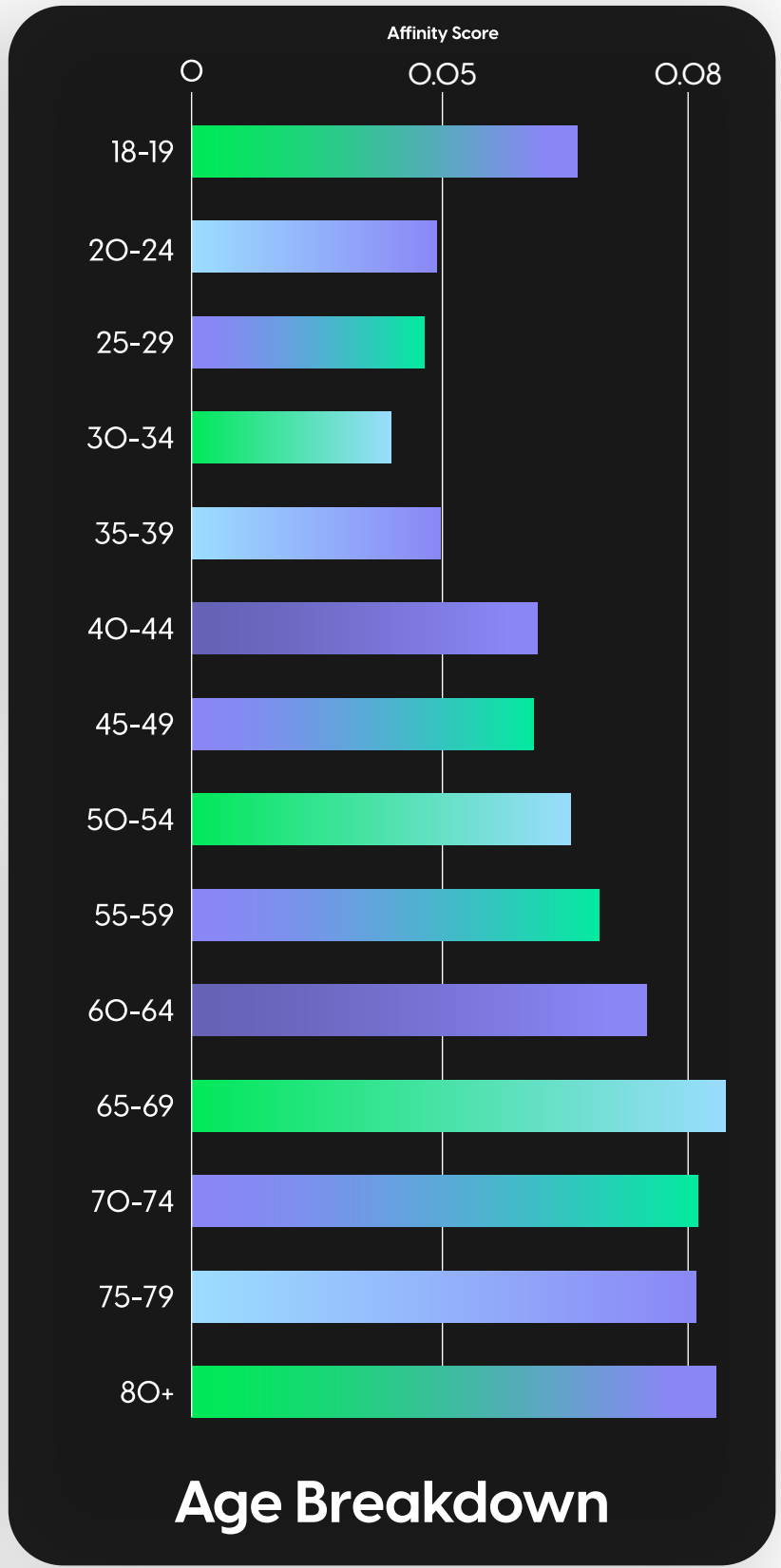
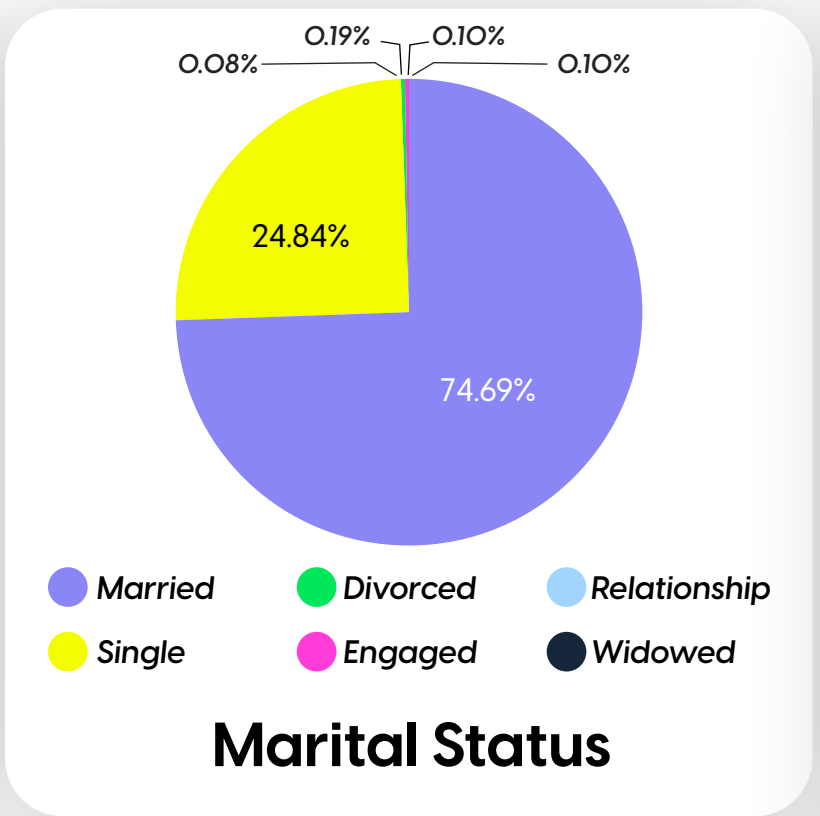
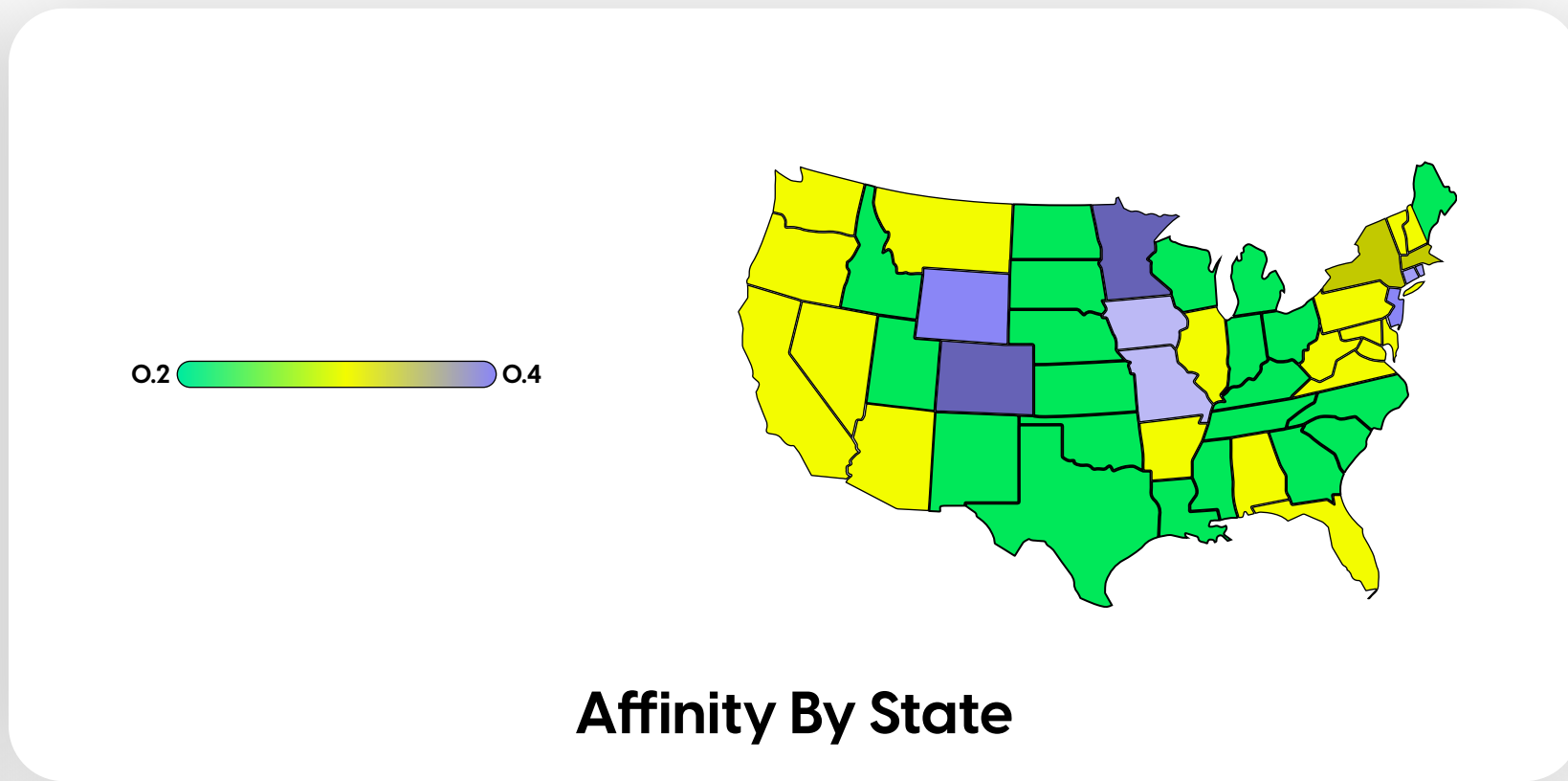


Valentine's Day Audiences



Meet the Affluent Valentine's Day Shoppers—people who know how to do Valentine's Day right with style and purpose. They're all about making it special, whether that's with a luxury getaway, the perfect piece of jewelry, or an unforgettable dining experience. But it's not just about luxury for them—they want their spending to matter. They care about giving back, supporting causes they believe in, and making an impact. They drive luxury cars, frequent upscale destinations, and enjoy the finer things in life, from designer brands to exclusive cruises. Their leisure pursuits include golf, sailing, equestrian activities, and snow sports, reflecting an upscale lifestyle steeped in elegance and adventure. And when they're not out living their best lives, they're enjoying a great movie night at home, streaming the latest shows, or building their art collection. For these shoppers, Valentine's Day isn't just another holiday—it's an opportunity to make a statement, celebrate love, and enjoy life to the fullest.



\$60k - \$90k
Household Income Affinity Majority

27,925,028
Sample Population