

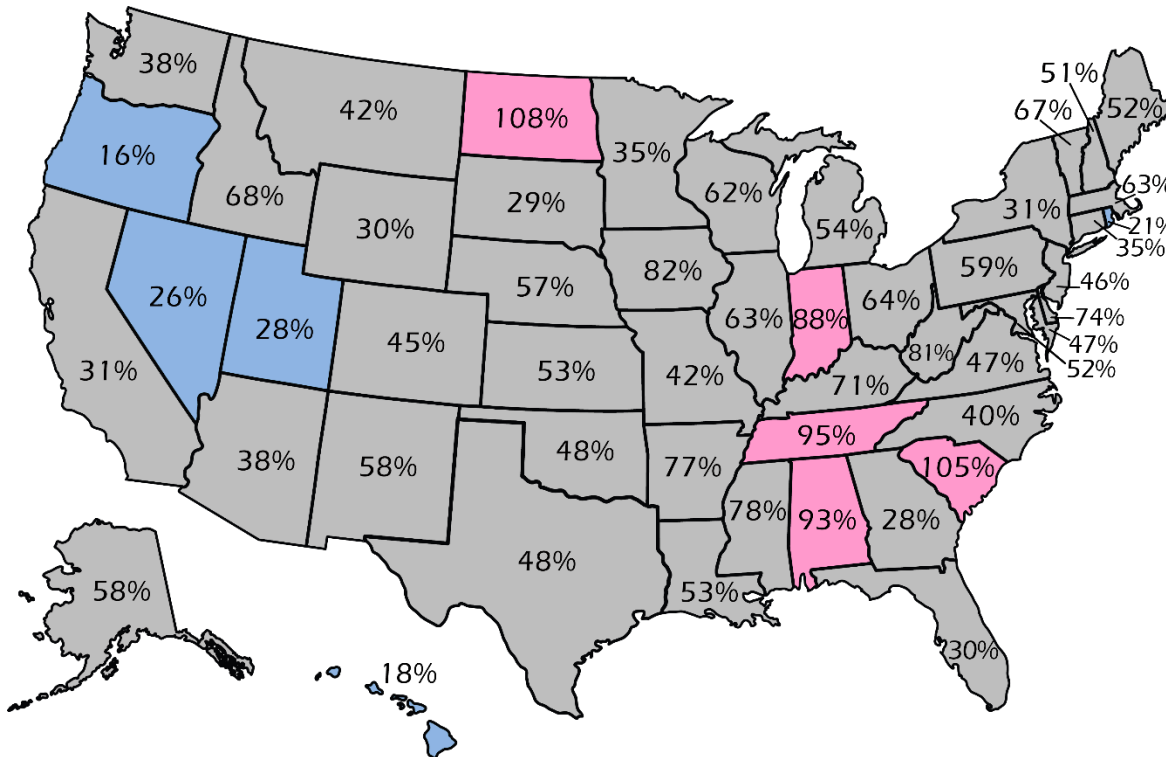
50 States of Grey: A Ranking of The Most Romantic U.S. States

Every year, during the second week of February, most Americans rush out and open up their wallets to spend hard-earned money on flowers and jewelry for the ones they love on Valentine's Day. However, not all Americans are equally enthusiastic about Valentine's Day. Some consumers may see romance as a quiet night without greeting cards and roses, or simply care less about romancing the most important person in their life on this love infused day...or they may be lonely, very lonely. So, where are the most romantic people (or least romantic) on Valentine's Day?

Valentine's Day Spending Growth

February's 2014 spending growth versus the prior month

Includes combined spending growth at women's clothing stores, women's accessory stores, jewelry stores and florist shops.



Top 5 Most Romantic States

1. North Dakota 108%
2. South Carolina 105%
3. Tennessee 95%
4. Alabama 93%
5. Indiana 88%

National Average = **42%**

Top 5 Least Romantic States

1. Oregon 16%
2. Hawaii 18%
3. Rhode Island 21%
4. Nevada 26%
5. Utah 28%

Source: The Strawhecker Group's database of 2.3M merchants

For more information on TSG's consumer spending information, contact Jared Drieling at JDrieling@TheStrawGroup.com

For discussion purposes only. © Copyright 2015. The Strawhecker Group. All Rights Reserved.

tsg The Strawhecker Group

Payments Experts. Powerful Data.

50 States of Grey: A Ranking of The Most Romantic U.S. States

Valentine's Day Spending Growth

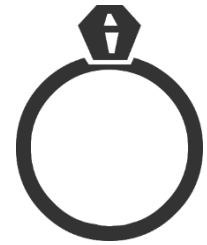
February's 2014 spending growth versus the prior month

Includes combined spending growth at women's clothing stores, women's accessory stores, jewelry stores and florist shops.



Rank	State	% Growth
1	ND	108%
2	SC	105%
3	TN	95%
4	AL	93%
5	IN	88%
6	IA	82%
7	WV	81%
8	MS	78%
9	AR	77%
10	DE	74%
11	KY	71%
12	ID	68%
13	VT	67%
14	OH	64%
15	IL	63%
16	MA	63%
17	WI	62%
18	PA	59%
19	NM	58%
20	AK	58%
21	NE	57%
22	MI	54%
23	LA	53%
24	KS	53%
25	ME	52%
26	DC	52%

Rank	State	% Growth
27	NH	51%
28	OK	48%
29	TX	48%
30	VA	47%
31	MD	47%
32	NJ	46%
33	CO	45%
34	MT	42%
Average		42%
35	MO	42%
36	NC	40%
37	WA	38%
38	AZ	38%
39	CT	35%
40	MN	35%
41	NY	31%
42	CA	31%
43	FL	30%
44	WY	30%
45	SD	29%
46	GA	28%
47	UT	28%
48	NV	26%
49	RI	21%
50	HI	18%
51	OR	16%



About TSG

The Strawhecker Group (TSG) is a management consulting company focused on the payments industry. The company specializes in providing financial institutions, merchant acquirers, card associations, ISOs, processing companies, large merchants, and the investment community with advisory services to maximize their growth and profitability. TSG is also a resource for consumer spending data, industry research, benchmark studies and developing trends. For more information please visit www.TheStrawGroup.com.

For discussion purposes only. © Copyright 2015. The Strawhecker Group. All Rights Reserved.

Note: Also includes Washington DC



Payments Experts. Powerful Data.

Related Reports & Services

Related Reports

- [Global Retail eCommerce Market](#)
- [U.S. Payments Mix](#)
- [Key Participants in the Payments Ecosystem](#)
- [Gateway Competitive Analysis](#)
- [TSG Directory of U.S. Merchant Acquirers](#)

[Click here for a full list of TSG Reports](#)

Selected Free Resources from TSG

- [Comparable New Merchant Profitability](#)
- [Payments Industry 2015; No Clever Predictions Just Thoughtful Analysis](#)
- [2014 U.S. Payments Search Trends](#)
- [TSG Analysis – Vantiv’s Acquisition of Mercury Payment Systems](#)
- [INFOGRAPHIC: The Top Ten Ways Acquirers Can Block the Breach](#)
- [TSG Analysis - Global Payments' Acquisition of PayPros at a Glance](#)
- [Brave New World in Payments - Tapping the Power of Big Data in Merchant Portfolio Management](#)
- [INFOGRAPHIC: Why are Electronic Payments Important?](#)
- [Trend Graphs of Payments Industry Google Search Terms](#)
- [The 2014 Payments Market: The Wrap Up](#)

About TSG

The Strawhecker Group (TSG) is a management consulting company focused on the payments industry. The company specializes in providing financial institutions, merchant acquirers, card associations, ISOs, processing companies, large merchants, and the investment community with advisory services to maximize their growth and profitability. TSG is also a resource for consumer spending data, industry research, benchmark studies and developing trends. For more information please visit www.TheStrawGroup.com.

For discussion purposes only. © Copyright 2015. The Strawhecker Group. All Rights Reserved.

Have Questions?

402.964.2617

info@thestravgroup.com



Payments Experts. Powerful Data.