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AUSSIES WANT LOW-KEY, LOW-COST VALENTINE'S DAY

Men and women offer different sentiments on how to celebrate the day

Valentine's Day will be a low-key, low-cost affair for many Australians according to a survey by business directory, TrueLocal.com.au

When asked what they have planned for Valentine's Day, most respondents (21 per cent) said that they will be doing something low-key like a picnic on the beach or a movie at an open-air cinema.

17 per cent said they just wanted to spend quality time with their partner at home doing something simple like watching DVD's or eating pizza.

Respondents also stated they weren't planning on spending too much on the special day with more than half of the respondents (54 per cent) saying they anticipated the cost of their Valentine's Day celebrations to be under \$150.

The survey, conducted by CoreData for TrueLocal also found:

- Couples are still being creative with their celebration plans with two thirds saying they think up their own Valentine's Day celebration as opposed to being inspired from the latest good deals and advertising influences
- In addition to a celebration, most respondents (70 per cent) are still planning on giving their partner a gift for Valentine's Day
- Gifts vary between genders with the majority of males respondents (50 per cent) planning on giving something simple like flowers.
- The highest percentage of female respondents (35 per cent) plan on giving something personal like a card or letter.
- Only 53 per cent of women thought their partner put enough thought into Valentine's Day, while 88 per cent of men thought their partner put enough thought into it.

Editor of TrueLocal.com.au, Myles Wearing said that when it comes to Valentine's Day this year, Australians may still be feeling the effects of an economic hangover.

"While 90 per cent of respondents said they would be celebrating Valentine's Day, the majority of respondents (54%) said they would be spending less than \$150 on Valentine's Day.

"It seems that while a large chunk of the population celebrate Valentine's Day in some way, most people don't see it as an occasion they need to splurge on. Many are happy having a simple, private and intimate celebration."

In the past week, TrueLocal has also seen a 196 per cent growth in searches to beauty salons while searches to hotels grew 41 per cent.

“Searches to hotels and beauty salons have boomed on TrueLocal.com.au which isn’t surprising given Valentine’s Day is coming up.

“People coming to TrueLocal can assess what kind of hotel they could book for a romantic night away. Similarly, Valentine’s Day grooming is on the up with searches to beauty salons increasing considerably these past couple of weeks.”

Find all your Valentine’s Day restaurants, florists, chocolate shops, hotels, jewellers, gift shops and more on TrueLocal.com.au.

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About TrueLocal:

Truelocal.com.au connects consumers with local businesses throughout Australia, and then allows them to share these experiences online with others. As a leading Australian online business directory, TrueLocal offers:

- Free Business Listings on Yahoo!7 Local Search, Navman, Optus, Vodafone, 3, Virgin Mobile, Virgin Broadband and across the News Digital Media network.
- Free listing tool for local Australian businesses. Businesses are able to create their own local website with the option to add photos, logos, coupons and videos
- Focuses on finding relevant local businesses so customers can always find exactly what they’re looking for.