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TopCashback Survey Reveals Spending Time Together and Thoughtful Gifts Are the Best Presents for Valentine's Day

American couples aim to spend \$100 or less on each other

MONTCLAIR, NJ – TopCashback.com, the USA's most generous cashback rebates and coupon site, announced today the results of its 2018 Valentine's Day survey. The research polled a cross section of 5,793 adults aged 18 and over and found the top three gifts for this year's February holiday include: something thoughtful (61 percent), simply spending time together (54 percent) and dinner or a movie (40 percent).

Gifts for Her and Him

Valentine's Day is associated with love, appreciation and pressure to find the perfect gift. While men and women both agree on the top presents for Valentine's Day, their opinions differ regarding the least desired gifts:

Top Gifts for Women:

- Travel/experience (32%)
- Roses/flowers (26%)
- Chocolate/candy (19%)
- Jewelry/accessories (19%)
- Money (18%)
- A gift card (18%)
- Lingerie (11%)

Top 3 Gifts for Men:

- Travel/experience (32%)
- Chocolate/candy (24%)
- Money (23%)
- A gift card (22%)
- Roses/flowers (20%)
- Jewelry/accessories (15%)
- Lingerie (14%)

Least Desired Gifts for Women:

- Lingerie (53%)
- Money (48%)
- Chocolate/candy (32%)
- Travel/experience (30%)
- Jewelry/accessories (26%)
- A gift card (26%)
- Roses/flowers (23%)

Least Desired Gifts for Men:

- Lingerie (57%)
- Roses/flowers (39%)
- Jewelry/accessories (37%)
- Money (36%)
- Travel/experience (26%)
- Chocolate/candy (21%)
- A gift card (20%)

The Cost of Love

The survey also asked Americans about their budgets for February 14. Nearly three quarters (72 percent) will spend \$100 or less on the romantic holiday. Not surprisingly, men expect to spend more money than women; three in five men (60 percent) have a target of under \$100 whereas 41 percent of women hope to spend less than \$50.

“Although loved ones should be treated as though every day is February 14, Valentine’s Day is the zenith for romance and spending time with lovers,” explains Natasha Rachel Smith, Chief Communications Officer (CCO) for TopCashback.com. “Whether you decide to plan a date night or buy a gift for the sweet holiday, TopCashback provides cashback and coupons on purchases for your significant other to help avoid blowing your budget.”

Ideas for Valentine’s Day

- Purchase a meal voucher through Groupon to cut costs. TopCashback members receive up to 10 percent cashback and Groupon often provides coupon codes to save a further 10 to 25 percent.
- If you’re going to purchase a traditional Valentine’s Day gift, such as candy or flowers, shop through TopCashback to receive 30 percent cashback at Florists.com, 20 percent cashback at 1800Flowers or 12 percent cashback at TheBouqs.com.
- Are you looking for a thoughtful present that will last? Consider purchasing something you both can experience together, such as a couple’s massage or cooking class. LivingSocial has a variety of wellness and activity options that you can treat yourselves to!

- ENDS -

About TopCashback.com

TopCashback.com is the USA’s most generous cashback shopping site. It offers Americans savings and money back on everything they buy when clicking through the site to the 4,000 retailers available. TopCashback lists well-known brick and mortar stores, such as Walmart, Best Buy, GNC, Neiman Marcus, Macy’s and Bloomingdale’s, in addition to popular online businesses, including eBay, Amazon, Overstock, GiftCards, Hotels, Expedia, Groupon and so many more. TopCashback also provides a big selection of coupons, supplying extra instant money-off discounts and free shipping, to use in conjunction with earning cashback.

It passes all the commission – the entire amount – that retailers pay it, to advertise their products and services, back to its members. It’s completely free to join and use, with no catch.

The site has more than two million members and will celebrate its seventh birthday this year. Members can have their cashback earnings deposited straight into their checking account or withdraw it in the form of PayPal credits, Amazon vouchers, American Express® gift cards or selected merchant partners’ gift cards, the latter three of which are topped up with a bonus. Cashback is paid out as soon as funds are requested and there is no minimum amount necessary to withdraw.