



The Price of Love

Research by Halifax credit cards reveals that when it comes to treating a loved one the average valentines shopper spends £41 on flowers and over £170 on jewellery*.

The research also found its not just gifts that are the key to romance, it's looking good. In the run up to Valentines Day last year the average Halifax credit card-holder spent £42 on clothing, £43 on cosmetic and beauty products and £38 on shoes.

Regional Romance

Last year Halifax credit cards reported uplift in credit card spending in the week of Valentines Day with people in the UK splashing out in a variety of ways. The average credit card-holder in the south spent £504 on city breaks/holidays to surprise their loved ones, people in the north spent £186 on jewellery, Scots spent £69 on wining and dining and people in the midlands spent £43 on flowers to woo their spouse.

Wedding bells, wallet blues

February 14th is one of the most popular days of the year for couples to get engaged and tradition has it, men spend at least the equivalent of one month's salary on the engagement ring.

Previous Halifax research** shows that on average British men (69%) expect to spend between half a month and a month's salary on an engagement ring which equates to around £2,811***. In addition, almost 1 in 10 (9%) men believe that it would be reasonable to spend even more than one month's salary on the ring.

Choose the perfect card when paying for your token of love

Whether you are a partner who has planned ahead or left it to the last minute, Halifax Credit Cards has the perfect match for you.

With an interest free honeymoon period, the All-In-One Credit Card offers 0% on balance transfers for 9 months for those who have organised their plans well in advance and 0% on purchases for 9 months for last minute lovers.

More/2.....

Alan Brindley, from Halifax Credit Cards, comments:

"Our research shows that Brits do have big hearts when it comes to Valentine's Day, but this doesn't have to mean a broken wallet. By choosing a card with a substantial great 0% deal, valentine spends needn't attract any extra interest.

"The Halifax All-In-One credit card is ideal for customers who want to reduce the cost of their spending, reduce the cost of any outstanding debt through a balance transfer, or both."

Ends

Table 1

Amount spent on Valentines favourites in February (9th – 16th 2008)

Region	Average Spend	Florist	Average Confectionary spend	Average Spend	Jewellery
North	£39		£25	£186	
North East	£39		£19	£174	
North West	£39		£20	£172	
South	£44		£17	£192	
South East	£46		£26	£219	
South West	£37		£18	£148	
Midlands	£43		£31	£168	
East Midlands	£41		£16	£165	
Scotland	£46		£24	£199	
Wales	£37		£37	£138	
Northern Ireland	£43		£43	£156	

Notes to Editors

* Research Based on Halifax Credit Card Spends Data from February 2008

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*** According to the Office of National Statistics the average gross income for a male working full time is £33,736, which equates to £2,811 per month

The Halifax All-In-One Card is an internet exclusive and only available by visiting

<http://www.halifax.co.uk/creditcards/home.asp>

- 0% for 9 months on balance transfers (3% balance transfer fee applies)
- 0% for 9 months on new purchases
- Typical 15.9% APR variable
- No annual fee
- Cover against online fraud when purchasing on the internet
- A choice of five different card colours (Black, White, Pink, Red and Blue)

Press Office Contacts:

Alex Barnett
Senior Press Officer
01422 334695

Rebecca Malish
Press Officer
01422 333253