

SEASONAL Local Insights

Valentine's Day

Looking for Love in All the Right Places

RESTAURANT
CATEGORY
SEARCHES
INCREASE
69%
ON V-DAY*

EAT YOUR HEART OUT

More than half
of these searches
are made on a
mobile phone



FEB 14

TOP VALENTINE'S DATE SPOTS



Steak
Houses
▲278%



Seafood
Restaurants
▲198%



Italian
Restaurants
▲217%



Japanese
Restaurants
▲172%

Increase in searches
vs. prior week

FORGET ME NOT

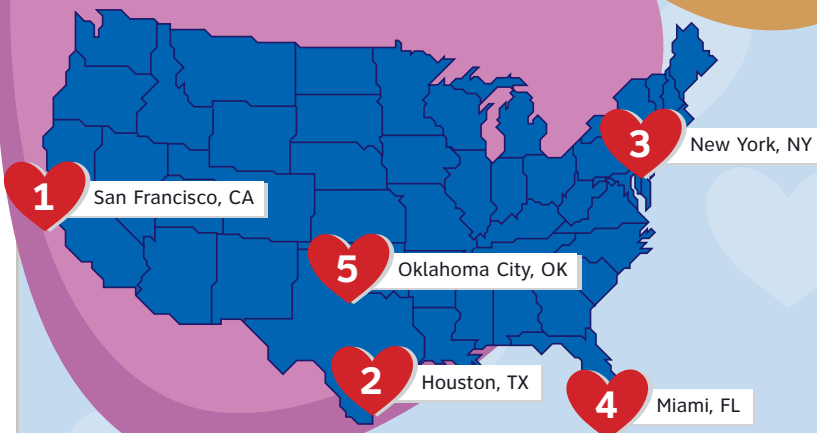
Mobile searches
for Florists
increase 645% on
Valentine's Day



645% INCREASE
ON V-DAY

MOST ROMANTIC CITIES

Based on searches for Valentine's
related categories on Feb 14th**



BE MINE

Top Valentine's Day category
search increases vs. prior week

347%

Gift &
Card Shops

344%

Florists

119%

Candy
Stores

21%

Jewelry
Stores

*Unless otherwise noted, increases are based on YP.com and YPmobile® internal data, comparing category searches Monday, February 14, 2011 vs. prior Monday, February 7.
**Based on total number of YP.com and YPmobile® category searches for Florists, Gift and Card Shops, Candy Stores, and Jewelers on Feb. 14, 2011.
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