



Nairobians Valentine's Day Spending Plans Unveiled

February 2016

Contents



Background Information

Methodology

Key Findings

Our Contacts

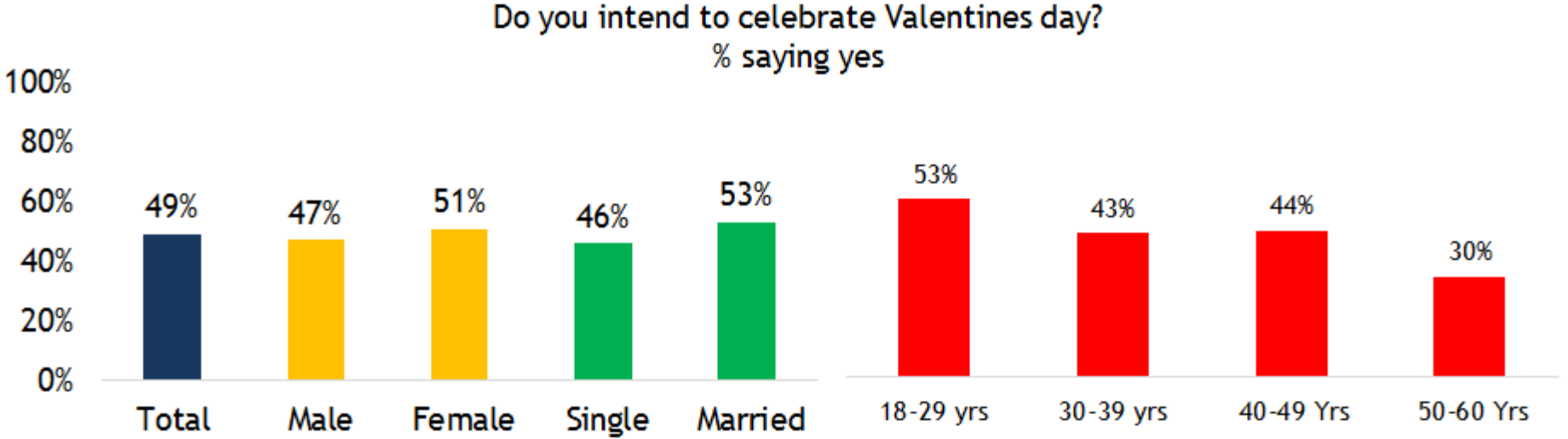
- This report gives an overview of what Nairobians will do over Valentine's Day 2016
- Study Questions;
 - Whether Nairobians will celebrate Valentine's Day.
 - Activities they will engage in over Valentine's Day
 - Whether they will purchase gifts for loved ones
 - Nairobians spending patterns over Valentine's Day.



Dates	30 th January to 3 rd February 2016
Location	Nairobi County Only
Sub-counties	All the 17 sub-counties covered
Target	Both males and females aged 18+ years
Data collection	Face to face interviews, respondents sampled from households
Sample Size	A total of 544 adults living in Nairobi

Key Findings

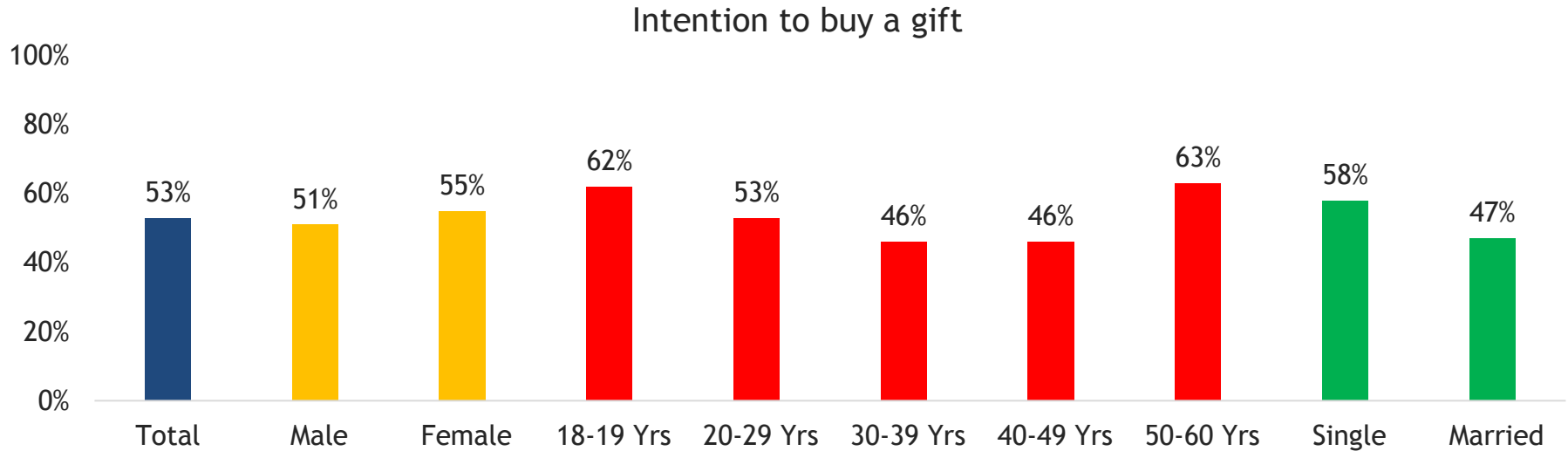
Intention to Celebrate Valentine's Day



Base n=544

- The survey indicates that more women (51%) are likely to celebrate Valentines Day as compared to males (47%). Married couples are more likely to celebrate the Valentines Day as compared to the singles, this accounts for 53% and 46% of the respondents respectively. The survey also shows that age is another key differentiator for intentions to celebrate Valentine's - the younger one is, the more likely they are to commemorate the day.

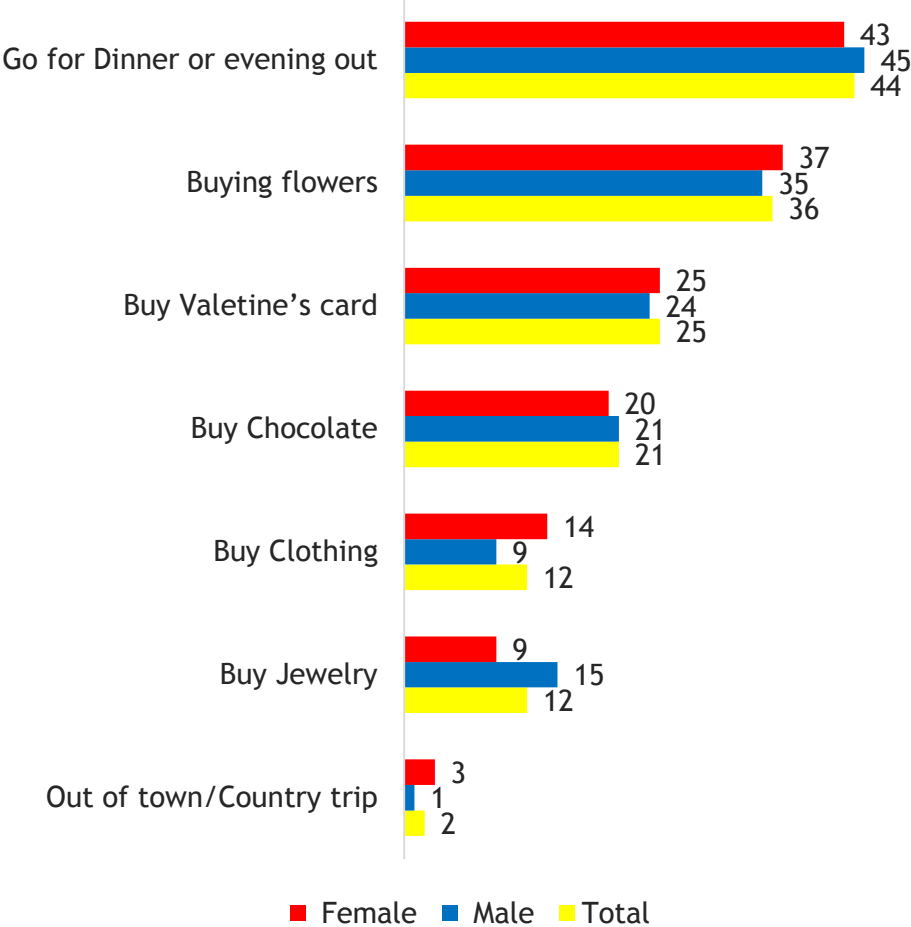
Intention to Purchase a Gift



- Of those intending to celebrate Valentine's Day, more than half intend to purchase a gift for their loved ones.
- Women are more likely to purchase gifts for their loved ones as compared to men.
- Interestingly, Generation Z and those over 50 years have a higher propensity to purchase gifts for their special ones.
- Those who are single are more likely to purchase gifts for their loved ones as compared to the married.



Valentine's Intentions



Base 265 (those who intend to purchase gifts)
 Males=132; Female =133

- An evening outing tops the list of activities that Nairobians will engage in with 44% mentions.
- Purchase of flowers gets mentions from both men and women. The men will purchase flowers for their loved ones as a sign of love.
- The study findings also revealed that women will purchase flowers for family or friends. This is contrary to common to belief that flowers are exchanged by members of opposite sex. Women in Kenya are challenging this practice and they intend to give those close to them (family & friends) some flowers.
- Other gifts include chocolate, clothing, and jewellery.
- Although Valentine's Day falls on a weekend, only 2% of Kenyan intend to make a trip to another county.

Average expenditure on Gifts

Below is the average expenditure on various gifts and activities for Valentine's Day.



Valentine card
KES 445



Chocolate
KES 907



Flowers
KES 894



Evening Out
KES 4,433



Jewellery
KES 1,716

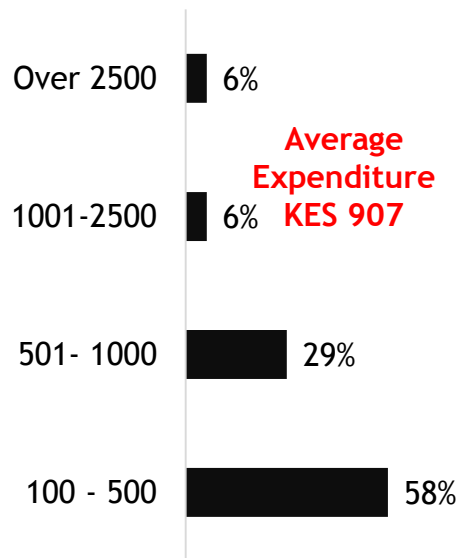


Clothing
KES 1,568

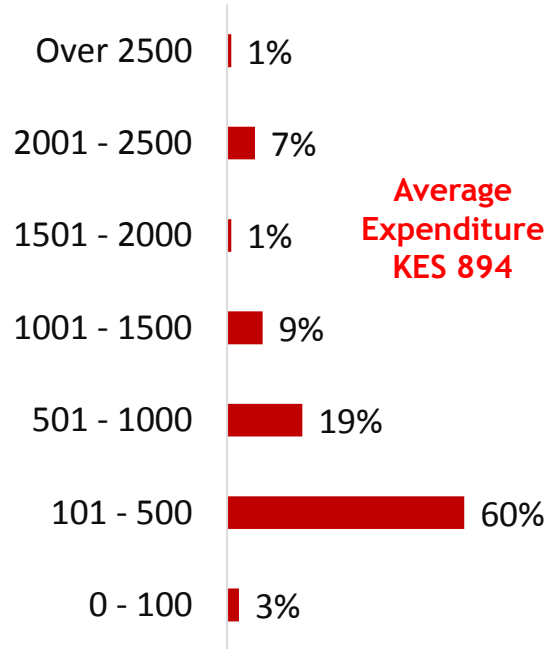
Expenditure On Gifts



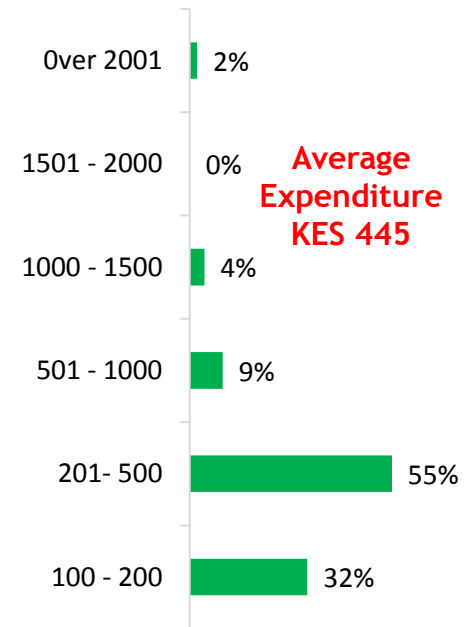
Expenditure on chocolate



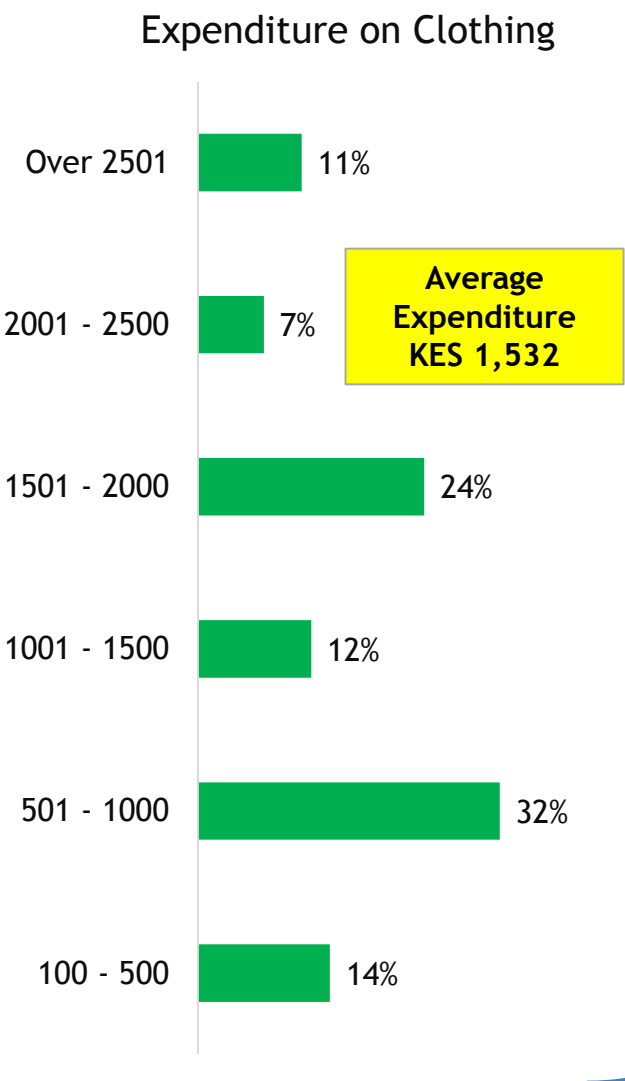
Expenditure on flowers



Expenditure on Valentine cards



Average Expenditure on Clothing



Men to purchase for women



Men to purchase for themselves



Women to purchase for men



Women to purchase for themselves



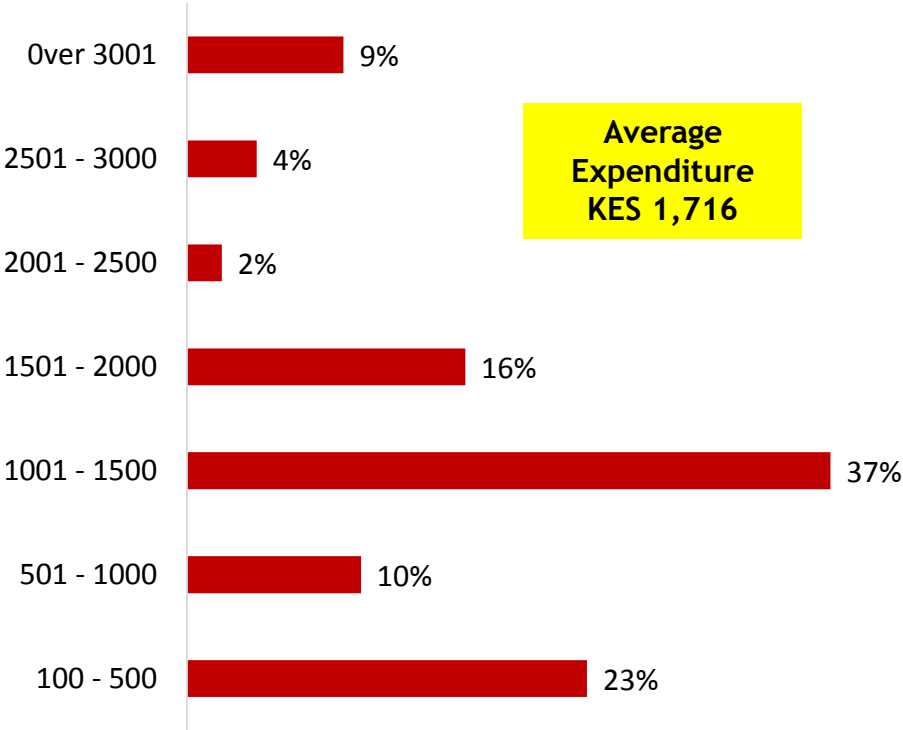
Expenditure on Jewellery & Accessories



Gift items to be purchased include

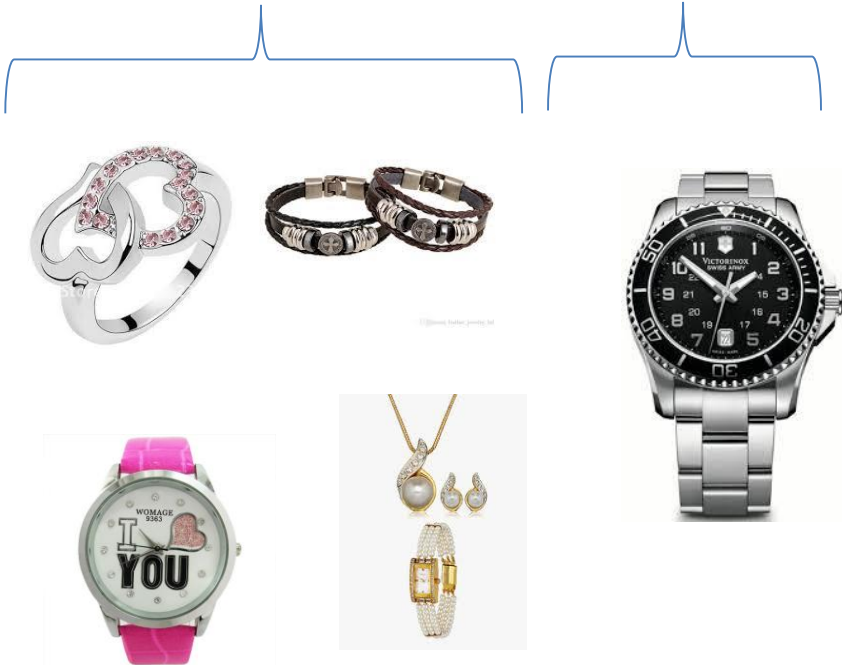
- Watches (both me and women)
- Bracelets
- Earrings
- Necklaces

Expenditure on Jewellery



For women

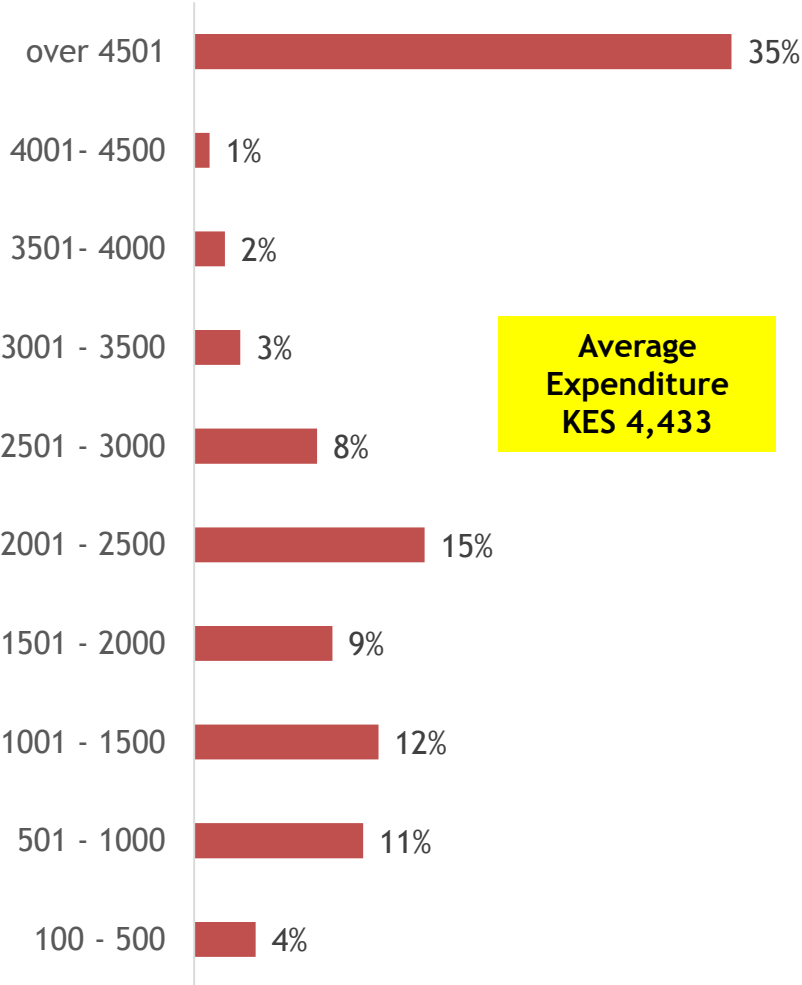
For men



Expenditure on an Evening Outing



Expenditure on evening Out





- Trends and Insights for Africa (TIFA) is an African based full market research company offering market, social and sports research. We understand Africa and our team has traversed across the continent interviewing, observing and immersing themselves with consumers and stakeholders. TIFA's philosophy is to work with our clients to enable them transform the research data to insights and then into action.
- Visit www.tifaresearch.com for more information about the company.

Our Contacts

Maggie Ileri
Director

maggie.ileri@tifaresearch.com

Anthony Ndirangu
Research, M&E Director

anthony.ndirangu@tifaresearch.com

TIFA Research Limited
P O Box 59629 00200
6th Floor, Lenana 843 Towers
Lenana Road, Kilimani, Nairobi
www.tifaresearch.com