

Sharing the Love 2015

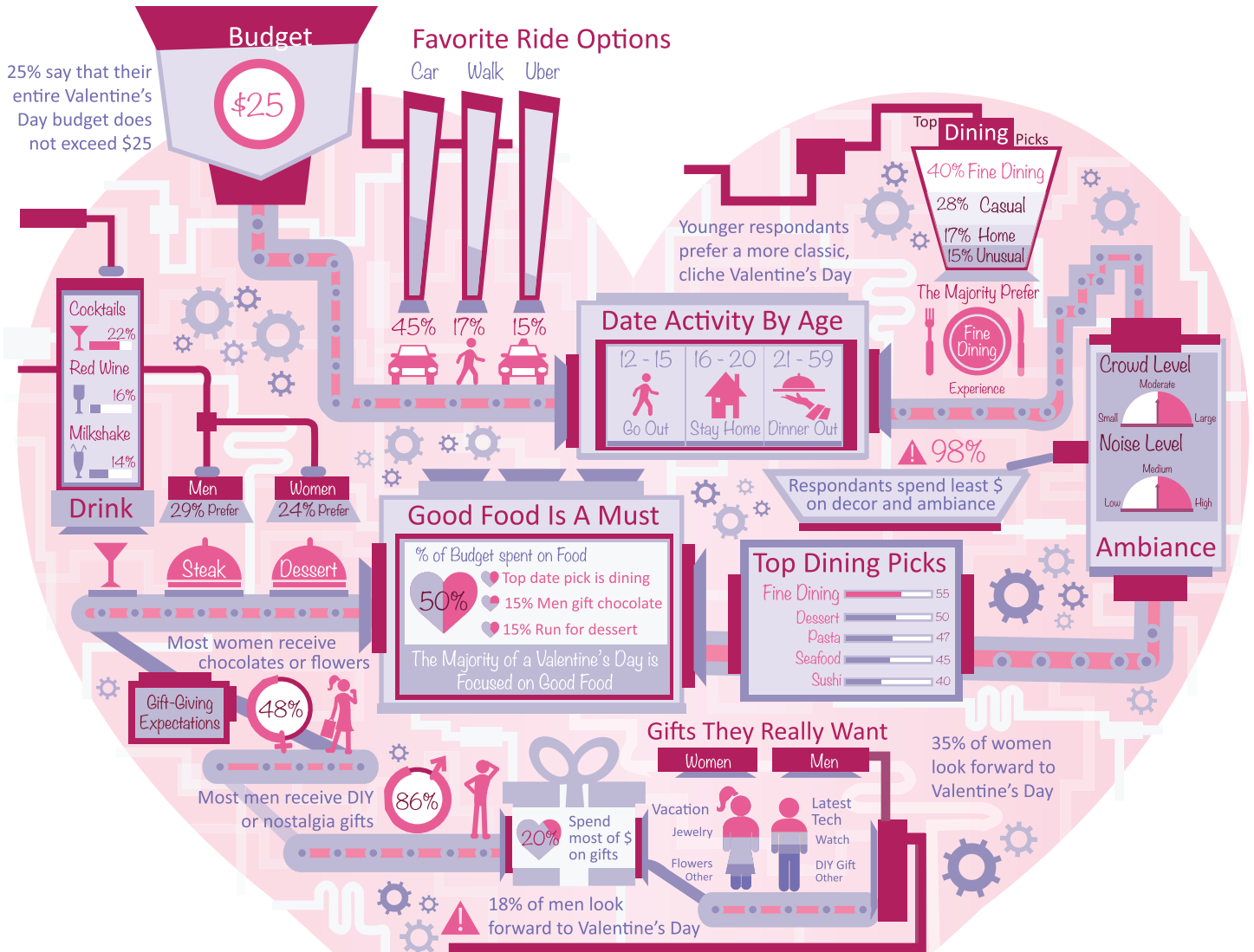
Do you Celebrate Valentine's Day?

Cause we sure do!

59%

of respondents celebrate Valentine's Day

Ever wonder why user experience can be so effective at getting to the heart of the matter? Look no further than crowd-sourcing.



To "share the love" this Valentine's Day, Sachs Insights gathered data from 300 people (3.57% of the NYC population) in an effort to customize New York City Valentine's Day date options based on how they viewed the holiday.

Whether you prefer a night-in or a night-on-the-town, we have got the perfect date suggestions that are sure to make even cupid blush.

Out of Fresh Date Ideas This Valentine's Day? We've Got You Covered

The research results are in! After analyzing your feedback, Sachs Insights has customized the perfect NYC Valentine's Day date solution for you! Whether you are a love-struck Casanova or are boycotting the holiday entirely, our Client Experience Team has some creative recommendations. Check out our suggestions to sweeten-up your February 14th.

What Kind of Valentine Are You?

The Sachs Insights' Client Experience Team conceived Valentine's Day "date personas" based on examining the preferences, tendencies and personality-type of each survey respondent. With this data in mind, Sachs put their spin on the holiday by strategizing tailor-made outings that will delight anyone who has a beating heart (yes, even those Valentine's Day haters.) Read on to discover the best way YOU can celebrate Aphrodite's favorite holiday. Chocolate not included

Classic, Sweet
&
Romantic

Fun, New
&
Adventurous

Relaxed
&
Easy Going

Surprise Me,
Valentine's
Day Stinks

The Casanova

"To choose to be the most vulnerable and intimate with one over all others."



All Casanova's know that they key to a lover's heart is through their stomach. Time to charm your date with music, style, and a mouth-watering dinner. They won't be disappointed.

The Maverick

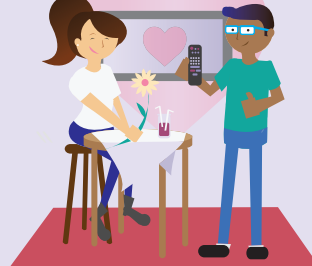
"Two people who will go through hell and back for each other."



Are you constantly the daring type who strives for adventure? Then you're in for a real treat, Maverick. Don't forget your dancing shoes!

The Au Natural

"Curling up and watching old 'House of Card's Episodes."



To match your "chill" spirit Au Naturelle, we suggest recommend taking your sweet time deciding if you want to sip a cocktail or indulge in a dessert. The choice is yours!

The Cynic

"Not giving a F^{***} about Valentine's Day."



Have fun today no matter what, Cynic! Let these classy (and might I say delicious) options put a smile on your face.

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The Casanova

60% of respondents identified as a romantic Casanova

Most Casanova's Celebrate Valentine's Day



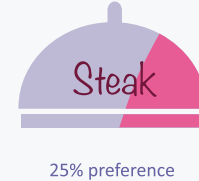
Date Atmosphere



Date Activity



Food Type



Drink Type



Casanova Date



Gift Recommendations

For a Casanova Man

Share the love of photo taking with these awesome innovative accessories that turn your phone into a professional camera:

- The Lomo: instant camera
- Foldio pop-up light studio
- The Selfie

For a Casanova Woman

Does this NYC cold front have you bogged down? Get a great deal and take her on a weekend escape for some fun in the sun with a **Groupon** or **Jetsetter Getaway**.

Let's Talk Transportation

Catch a reliable lift on demand with the **Uber app**. Want to ride in style? Upgrade to a luxury vehicle!

Date Option 1

The Modern Cliche

One if by Land, Two if by Sea

One if By Land, Two if By Sea is often referred to as one of the most romantic restaurants in New York. The interior features dim lighting, dark wood floors, antique furniture and plenty of ambiance. The chandeliers and live piano floating throughout the room add a special touch to the carriage house-like setting.

Romantic Evening Under the Stars

Hayden Planetarium

We may be in the midst of the coldest weather to hit NYC this winter but that doesn't stop us from gazing at the stars. **The Hayden Planetarium** is coordinating an enchanting evening for two, with music, cocktails and passed hors d'oeuvres

Date Option 2

And all that Jazz

Minton's

Minton's historic live Jazz Supper Club will have you staying long after the set is over to see the "late night menu." The elevated southern cuisine and impeccably attentive wait staff will make sure your experience is memorable.

Speakeasy Dining

The Auction House

While uptown, grab an after dinner drink at **The Auction House**. This tucked away gem will make you feel like you stepped back in time without being overly cute or relying on the overdone "speakeasy" theme. It's got this historic, Victorian décor with dim lighting and plush velvet couches.

Bonus Tip

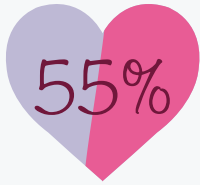
Be sure to take the scenic route while walking through the **West Village**. Also, the historical buildings that line the streets of Harlem are worth checking out!

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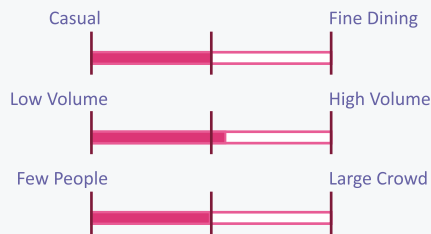
The Maverick

23% of respondents identified as an adventurous Maverick

Most Casanova's Celebrate Valentine's Day



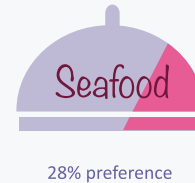
Date Atmosphere



Date Activity



Food Type



Drink Type



Maverick Date



Gift Recommendations

For a Maverick Man

For the Techie:

A **drone** that fits in the palm of your hand.

For the Foodie:

Try these wild pairings & innovations from **Mouth** (chocolate salami, bourbon marshmallows & chili caramel....)

For a Maverick Woman

Take a bath at **Tribeca's Aire Ancient Baths**. Here, they create spaces and experiences to relax the body and mind according to ancient traditions of water. This Zen den will make you feel as if you just took a trip to Morocco for the day.

Let's Talk Transportation

Share your true love for Manhattan and hail a taxi to your sponantous destination.

Date Option 1

Strap on Some Masks

Sleep No More

Throw your reality away for a few hours and immerse yourself in this unusual interactive performance at the eclectic 5-story pseudo McKittrick Hotel. Everyone who attends **Sleep No More** is required to wear (and keep on) a Venetian carnival-style mask. Trust us, you have never experienced anything quite like it.

1920's Dining

The Heath

Look no further than the McKittrick Hotel's very own restaurant, **The Heath**. You are sure to be taken back in time with the wood-paneled jazz bar and 1920's décor. The British inspired menu with live performances in an intimate, low-lit setting has a genuine speakeasy feel.

Date Option 2

Put on Your Dancing Shoes

Zack's Dance Loft

Spice it up a bit on Friday the 13th at **Zack's Dance Loft**. For the first hour, relax and enjoy generous tastes of wine, chocolate, bread and cheese. Following the mix and mingle you begin a 60-minute salsa dance class.

After Working Off Those Calories

Speakeasy Supper Clubs

For the foodies of the 21st century, **Supper clubs** are like speakeasies for dining. They take place at the homes of local chefs, warehouses, and cafes. They are often identified as "pop-up dining" or "underground dining" restaurants.

Bonus Tip

Must try the Heath Punch.

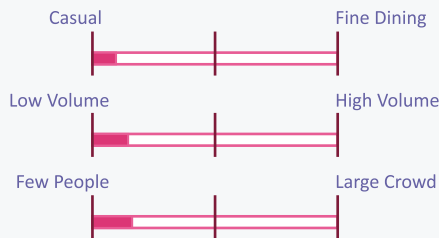
The Au Natural

53% of respondents identified as a laid back Au Natural

Most Au Naturals's Celebrate Valentine's Day



Date Atmosphere



Date Activity



26% preference

Food Type



28% preference

Drink Type



50% preference

Au Natural Date



Gift Recommendations

For the Au Natural Man

For the Techie:

Men love to sport a beanie in this cold weather (and p.s. women love the look too!). Try the **Voice Beanie**.

For the Foodie:

Some like it **hot**. Try an **Exclusive Quartet of Artisan Hot Sauces!**

For the Au Natural Woman

For the Foodie:

Not so run of the mill cupcake. At **Prohibition Bakery**, these booze infused cupcakes are anything but ordinary.

For the Romantic:

This flower service, **Petal by Pedal**, sources all of their arrangements from local farms. They are arranged in rustic jars and unconventional canisters. They last twice as long and come with a personalized message!

Let's Talk Transportation

Ditch the Uber app for one outing and check out the eco friendly service (**Go Green Ride**) that combines luxury and the amenities of a black car, with the pricing of a yellow cab.

Date Option 1

Take The Standard Dinner Date to New Heights Miette Culinary Studio

Enjoy each other's company and keep it personal in a discreet environment. **Miette culinary studio** is a cozy kitchen on MacDougal Street.

Not your Ordinary Cocktail Bar Apotheke

Apotheke names itself as a stage, chemistry lab, or theatre. It is much more than a cocktail bar. It is a cocktail apothecary. They offer a hands-on, unique class just for Valentine's Day that will knock your socks off.

Date Option 2

Get Your Chef on Together The Couples Kitchen

The Couples Kitchen allows you to spend time alongside the food world's newest power couple. When you are cooking together, learning how to collaborate is as important as fresh ingredients and stellar recipes.

Treat Yourself to Dessert After Cooking for Yourself

Chikalicious

Chikalicious serves up imaginative desserts a la carte style or from a fixed-price menu with an optional wine pairing. This is far from your average sweet shop or bakery.

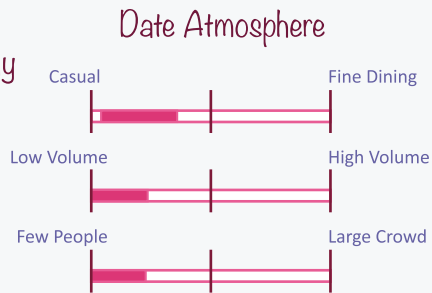
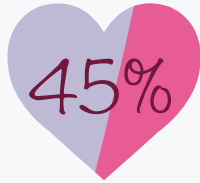
Bonus Tip

Both **Miette** and **The Couples Kitchen** offer a special Valentine's Day course complete with butchering demo's paired with signature cocktails.

The Cynic

66% Of all respondents indicated that they felt "coldly" towards Valentine's Day

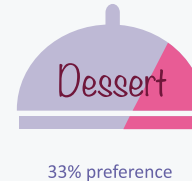
Most Cynic's Do NOT Celebrate Valentine's Day



Date Activity



Food Type



Drink Type



Cynic Date



Gift Recommendations

For the Cynical Man

For the Foodie:

Try a selection from **Twice the Vice**, because men deserve chocolate too!

For the Nostalgic:

Framed band and artist pictures

For the Cynical Woman

Every girl loves a macaron. If she can't be in Paris, give her a taste. Try **Laduree Macarons!**

Let's Talk Transportation

Keep it casual and sooo New York by taking a subway.

Date Option 1

Enjoy the Day and Head Out for Brunch Greenwich Project

A fine dining hot spot serving up American fare with European influences. The **Greenwich Project** interior exposed brick-walled room features a sleek white bar and plush seating.

Because Staying in is the New Going Out... Your Own Kitchen

Throw a dinner party making it either a full on singles mixer or an intimate gathering between loved ones and friends. Keep it personal with a home cooked meal. Forget the candles and opt for a messy meal to keep the night casual and fun. Make it a group effort by assigning a course or item to each couple/ friend.

Date Option 2

Don't Take Yourself so Seriously Root & Bone

Root & Bone, where every tap and handle at the bar is a bone, tooth, or tusk. The barrels located behind the bar are full of an infused bourbon cocktail aging gracefully and deliciously.

Because There is Nothing Like a Belly Laugh...

UCB East Village Theatre

Grab yourself a \$5 ticket and take a seat at **UCB's East Village Theatre**. This is home to an alternative-comedy group that launched many careers for well-known TV & film stars'.

The special Valentine's Day show "What I Did For Love" hosts a slew of comedians who will be interviewing audience members about their love lives and turning the results into an improv performance.

Bonus Tip

While brunching at **Greenwich**: Get the lemon ricotta pancakes with maple whipped cream.

While dining at **Root & Bone**: Splurge on the bread service (cornbread and cheddar waffles).

Theme up your V-day themed bash by: Making your own sushi and eating on the floor, making Mexican food, and watching a movie in Spanish. Try to make your own fondue (sweet or savory) or set the mood with decorations and music.

SHARE THE LOVE

The data was aggregated from Sachs Insights' "Sharing the Love" Valentine's Day survey which was conducted in January 2015. The sampling spanned 300 single/married individuals aged 12-60+ who live primarily in various metropolises throughout the continental United States.

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