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Everyone wants the kind of things that money just can't buy, except on Valentine's Day, otherwise known as "The Day Love Costs Money." This year, Americans plan to spend \$18.9 billion on Valentine's Day-related expenses to show just how fat their hearts, and their wallets, are. That figure sets a new record for the National Retail Federation [survey](#), suggesting that Americans' love for spending continues to grow.

In 2015, the average lovebird will dish out \$142.31 on gifts and merchandise, up from

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To give established and prospective couples a sense of how good a Day of Hearts deal they’re getting compared with the rest of the country, WalletHub examined 100 of the most populated U.S. cities across 15 key metrics. The data set includes such measures as restaurant meal costs, the number of attractions and the number of florists per capita. The results, as well as a detailed methodology, can be found below.

Best Cities for Valentine’s Day		Worst Cities for Valentine’s Day	
1	San Francisco, CA	91	Hialeah, FL
2	Seattle, WA	92	Newark, NJ
3	Orlando, FL	93	Cleveland, OH
4	San Diego, CA	94	Garland, TX
5	San Jose, CA	95	San Bernardino, CA
6	Irvine, CA	96	Winston-Salem, NC
7	Portland, OR	97	Toledo, OH
8	Scottsdale, AZ	98	North Las Vegas, NV
9	Plano, TX	99	Laredo, TX
10	Fremont, CA	100	Detroit, MI

The full study can be viewed [online at WalletHub](#).

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