

U.S. Census Bureau News

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Facts for
Features

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Valentine's Day 2011: Feb. 14

Valentine's Day is traditionally a day in which people express their love to one another by presenting gifts, such as cards, candy, flowers and other symbols of love or affection. Opinions differ as to who was the original Valentine but the most popular theory is that he was a clergyman who was executed for secretly marrying couples in ancient Rome. In A.D. 496, Pope Gelasius I declared Feb. 14 as Valentine Day. Through the centuries, the Christian holiday became a time to exchange love messages, and St. Valentine became the patron saint of lovers. Esther Howland, a native of Massachusetts, is given credit for selling the first mass-produced valentine cards in the 1840s. The spirit of love continues today with even young children exchanging valentine's cards with their fellow classmates.

Candy

1,317

Number of U.S. manufacturing establishments that produced chocolate and cocoa products in 2008, employing 38,369 people. California led the nation in the number of chocolate and cocoa manufacturing establishments, with 146, followed by Pennsylvania, with 115.

Source: County Business Patterns: 2008 <<http://www.census.gov/econ/cbp/>>
NAICS code (31132) and (31133)

422

Number of U.S. establishments that manufactured nonchocolate confectionary products in 2008. These establishments employed 16,860 people. California led the nation in this category, with 47 establishments.

Source: County Business Patterns: 2008 <<http://www.census.gov/econ/cbp/>>
NAICS code (31134)

\$12.2 billion

Total value of shipments in 2008 for firms producing chocolate and cocoa products. Nonchocolate confectionery product manufacturing, meanwhile, was a \$7.1 billion industry.

Source: 2008 Annual Survey of Manufactures
<http://factfinder.census.gov/servlet/IBQTable?_bm=y&-_skip=100&-ds_name=AM0831VS101&-_lang=en>

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3,375

Number of confectionery and nut stores in the United States in 2008.

Source: County Business Patterns <<http://censtats.census.gov/cgi-bin/cbpnaic/cbpdetl.pl>>

24.3 pounds

Per capita consumption of candy by Americans in 2009.

Source: Current Industrial Reports, Confectionery: 2009

<http://www.census.gov/manufacturing/cir/historical_data/ma311d/index.html>

Flowers

\$359 million

The combined wholesale value of domestically produced cut flowers in 2009 for all flower-producing operations with \$100,000 or more in sales. Among states, California was the leading producer, alone accounting for about three-quarters of this amount (\$269 million).

Source: USDA National Agricultural Statistics Service

<<http://usda.mannlib.cornell.edu/MannUsda/viewDocumentInfo.do?documentID=1072>>

\$18 million

The combined wholesale value of domestically produced cut roses in 2009 for all operations with \$100,000 or more in sales.

Source: USDA National Agricultural Statistics Service

<<http://usda.mannlib.cornell.edu/MannUsda/viewDocumentInfo.do?documentID=1072>>

18,509

The number of florists nationwide in 2008. These businesses employed 89,741 people.

Source: County Business Patterns <<http://censtats.census.gov/cgi-bin/cbpnaic/cbpdetl.pl>>

Jewelry

26,683

Number of jewelry stores in the United States in 2008. Jewelry stores offer engagement, wedding and other rings to lovers of all ages. In February 2010, these stores sold \$2.4 billion in merchandise.

Source: County Business Patterns <<http://censtats.census.gov/cgi-bin/cbpnaic/cbpdetl.pl>> and Monthly Retail Trade and Food Services <<http://www.census.gov/retail>>

The merchandise at these locations could well have been produced at one of the nation's 1,644 jewelry manufacturing establishments.

Source: County Business Patterns <<http://censtats.census.gov/cgi-bin/cbpnaic/cbpdetl.pl>>

“Please Be Mine”

2.1 million

The number of marriages that took place in the United States in 2009. That breaks down to nearly 5,800 a day.

Source: National Center for Health Statistics <<http://www.cdc.gov/nchs/products/nvsr.htm>>

108,150

The number of marriages performed in Nevada during 2009. So many couples tie the knot in the Silver State that it ranked fifth nationally in marriages, even though its total population that year among states was 35th. (California ranked first in marriages.)

Source: National Center for Health Statistics <<http://www.cdc.gov/nchs/products/nvsr.htm>> and population estimates, <<http://www.census.gov/popest/states/NST-pop-chg.html>>

28.2 and 26.1 years

Median age at first marriage in 2010 for men and women, respectively.

Source: Families and Living Arrangements: 2010

<<http://www.census.gov/population/socdemo/hh-fam/ms2.xls>>

54.1%

The overall percentage of adults who reported being married.

Source: Families and Living Arrangements: 2010

<http://www.census.gov/newsroom/releases/archives/families_households/cb10-174.html> or <<http://www.census.gov/population/www/socdemo/hh-fam/cps2010.html>> Table A1

69%

Percentage of people 15 years and older in 2010 who had been married at some point in their lives — either currently or formerly.

Source: Families and Living Arrangements: 2010

<<http://www.census.gov/population/www/socdemo/hh-fam.html>> Table MS-1

73%

Among women who married for the first time between 1985 and 1989, the percentage who marked their 10th anniversary. This compares with 87 percent of women who married for the first time between 1955 and 1959.

Source: Marriage and Divorce: 2004 <<http://www.census.gov/population/socdemo/marital-hist/2004/Table2.2004.xls>>

6%

As of 2004, the percentage of currently married women who had been married for at least 50 years. A little more than half of currently married women had been married for at least 15 years.

Source: Marriage and Divorce: 2004

<<http://www.census.gov/hhes/socdemo/marriage/data/sipp/2004/tables.html>> Table 7

*The Census Bureau data in this section do not include same-sex marriages; users should consult the National Center for Health Statistics for this data.

Looking for Love

393

The number of dating service establishments nationwide as of 2007. These establishments, which include Internet dating services, employed 3,125 people and pulled in \$927 million in revenue.

Source: 2007 Economic Census

<http://factfinder.census.gov/servlet/DatasetMainPageServlet?_program=ECN&_submenuId=&_lang=en&_ts=>

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Romantic-sounding places to spend Valentine's Day:

Rose City, Texas
Loveland, Colo.
Romeo, Colo.
Lovejoy, Ga.
Loves Park, Ill.
Lovington, Ill.
Romeoville, Ill.
Rosemont, Ill.
Romeo, Mich.
Rosemont, Md.

Rose City, Mich.
Darling, Minn.
Sacred Heart, Minn.
Heart Butte, Mont.
Valentine, Neb.
Lovelock, Nev.
Loving, N.M.
Lovington, N.M.
Love Valley, N.C.

South Heart, N.D.
Loveland, Ohio
Loveland Park, Ohio
Love County, Okla.
Loveland, Okla.
Lovelady, Texas
Loving County, Texas
Valentine, Texas
Rose Hill Acres, Texas

There are also four different places named "Rose Hill" and six named "Roseville," five named "Roseland" and four named "Rosedale."

Source: American FactFinder <<http://factfinder.census.gov>>

Giving Love a Second Chance

19%

Percentage of people married twice among those who have ever married as of 2009. Five percent have married three or more times. By comparison, 75 percent of people who have ever been married have made only one trip down the aisle.

Source: 2009 American Community Survey

<http://factfinder.census.gov/servlet/DatasetMainPageServlet?_program=ACS&_submenuId=&_lang=en&_ts=>

8

Average length, in years, of first marriages ending in divorce.

3 1/2

The median time in years between divorce and a second marriage.

52% and 44%

Among adults 25 and older who have ever divorced, the percentage of men and women, respectively, who were currently married.

Source for the data in this section, unless otherwise noted: Marriage and Divorce: 2004

<<http://www.census.gov/hhes/socdemo/marriage/data/sipp/2004/tables.html>>

Following is a list of observances typically covered by the Census Bureau's *Facts for Features* series:

Black History Month (February)	Labor Day
Super Bowl	Grandparents Day
Valentine's Day (Feb. 14)	Hispanic Heritage Month (Sept. 15-Oct. 15)
Women's History Month (March)	Unmarried and Single Americans Week
Irish-American Heritage Month (March)/ St. Patrick's Day (March 17)	Halloween (Oct. 31)
Asian/Pacific American Heritage Month (May)	American Indian/Alaska Native Heritage Month (November)
Older Americans Month (May)	Veterans Day (Nov. 11)
Cinco de Mayo (May 5)	Thanksgiving Day
Mother's Day	The Holiday Season (December)
Hurricane Season Begins (June 1)	
Father's Day	
The Fourth of July (July 4)	
Anniversary of Americans with Disabilities Act (July 26)	
Back to School (August)	

Editor's note: The preceding data were collected from a variety of sources and may be subject to sampling variability and other sources of error. Facts for Features are customarily released about two months before an observance in order to accommodate magazine production timelines. Questions or comments should be directed to the Census Bureau's Public Information Office: telephone: 301-763-3030; fax: 301-763-3762; or e-mail: <pio@census.gov>.