

## **Valentine's Day 2016: Feb. 14**

Expressing one's love to another is a celebrated custom on Valentine's Day. Sweethearts and family members present gifts to one another, such as cards, candy, flowers and other symbols of 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. Esther Howland, a native of Massachusetts, is given credit for selling the first mass-produced valentine cards in the 1840s. The spirit continues today with even young children exchanging valentine's cards with their fellow classmates.

### **Candy**

#### **1,185**

Number of U.S. manufacturing establishments that produced chocolate and cocoa products in 2013, employing 38,717 people. California led the nation with 129 of these establishments, followed by Pennsylvania, with 114.

Source: U.S. Census Bureau, County Business Patterns: 2013, NAICS code (311351) and (311352)

<http://factfinder.census.gov/bkmk/table/1.0/en/BP/2013/00A1/0100000US|0100000US.04000/nics~311351|311352>

#### **448**

Number of U.S. establishments that manufactured nonchocolate confectionary products in 2013. These establishments employed 19,308 people. California led the nation in this category with 45 establishments.

Source: U.S. Census Bureau, County Business Patterns: 2013, NAICS code (31134)

<http://factfinder.census.gov/bkmk/table/1.0/en/BP/2013/00A1/0100000US|0100000US.04000/nics~31134>

#### **\$14.9 billion**

The estimated value of chocolate and cocoa product shipments for manufacturing establishments that produced these products in 2014.

Source: U.S. Census Bureau, 2014 Annual Survey of Manufactures, Products and Service Codes (311351 and 311352)

<http://factfinder.census.gov/bkmk/table/1.0/en/ASM/2014/31VS101//prodsvc~311351|311352>

Nonchocolate confectionery product manufacturing, meanwhile, had an estimated \$9.3 billion in value of product shipments in 2014.

Source: U.S. Census Bureau, 2014 Annual Survey of Manufactures, Products and Service Code (311340)

<http://factfinder.census.gov/bkmk/table/1.0/en/ASM/2014/31VS101//prodsvc~311340>

**3,368**

Number of confectionery and nut stores in the United States in 2013.

Source: U.S. Census Bureau, County Business Patterns, NAICS code (445292)

<http://factfinder.census.gov/bkmk/table/1.0/en/BP/2013/00A1//naics~445292>

## Flowers

**14,161**

The number of florists' establishments nationwide in 2013. These businesses employed 62,222 people.

Source: U.S. Census Bureau, County Business Patterns, NAICS code (4531)

<http://factfinder.census.gov/bkmk/table/1.0/en/BP/2013/00A1//naics~4531>

**\$272,180,347**

The value of imports for cut flowers and buds for bouquets in 2014 through October. The total value of fresh cut roses as of October 2014 was \$381,757,889.

Source: U.S. Census Bureau, Foreign Trade Division USA Trade Online U.S. Import and Export Merchandise trade (Commodity code-060319)

<https://usatrade.census.gov/>

## Jewelry

**23,096**

The number of jewelry stores in the United States in 2013. Jewelry stores offer engagement, wedding and other rings to couples of all ages. In February 2013, these stores sold an estimated \$2.5 billion in merchandise.

Sources: U.S. Census Bureau, County Business Patterns, NAICS code (448310)

<http://factfinder.census.gov/bkmk/table/1.0/en/BP/2013/00A1//naics~448310> 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 2,134 jewelry and silverware manufacturing establishments.

Source: U.S. Census Bureau, County Business Patterns, NAICS code (339910)

<http://factfinder.census.gov/bkmk/table/1.0/en/BP/2013/00A1//naics~339910>

## “Please Be Mine”

**29.5 and 27.6 years**

Median age at first marriage in 2014 for men and women, respectively.

Source: Source: U.S. Census Bureau, 2014 American Community Survey 1-Year Estimates

[http://factfinder.census.gov/bkmk/table/1.0/en/ACS/14\\_1YR/B12007](http://factfinder.census.gov/bkmk/table/1.0/en/ACS/14_1YR/B12007)

## **47.7%**

The overall percentage of people 15 and older who reported being married, except those separated.

Source: U.S. Census Bureau, 2014 American Community Survey 1-Year Estimates

[http://factfinder.census.gov/bkmk/table/1.0/en/ACS/14\\_1YR/S1201](http://factfinder.census.gov/bkmk/table/1.0/en/ACS/14_1YR/S1201)

## **35.1**

The provisional rate of marriages per 1,000 people performed in Nevada during 2012. So many couples tie the knot in the Silver State that it ranked number one nationally in marriage rates. Hawaii ranked second with a marriage rate of 17.5.

Source: National Center for Health Statistics

[http://www.cdc.gov/nchs/data/dvs/state\\_marriage\\_rates\\_90\\_95\\_and\\_99-12.pdf](http://www.cdc.gov/nchs/data/dvs/state_marriage_rates_90_95_and_99-12.pdf)

## **2.1 million**

The provisional number of marriages that took place in the United States in 2012. That breaks down to about 5,800 a day.

Source: National Center for Health Statistics

[http://www.cdc.gov/nchs/nvss/marriage\\_divorce\\_tables.htm](http://www.cdc.gov/nchs/nvss/marriage_divorce_tables.htm)

## **Giving Love a Second Chance**

### **19.2%**

Among people 15 and older who have been married, the percentage of men and women who have been married twice as of 2014. Five percent have married three or more times. By comparison, 75.5 percent of people who have ever been married have made only one trip down the aisle.

Source: 2014 American Community Survey, 1-Year Estimates

[http://factfinder.census.gov/bkmk/table/1.0/en/ACS/14\\_1YR/B12505](http://factfinder.census.gov/bkmk/table/1.0/en/ACS/14_1YR/B12505)

## **Looking for Love**

### **399**

The number of dating service establishments nationwide as of 2012. These establishments, which include Internet dating services, employed 2,348 people.

Source: U.S. Census Bureau, 2012 Economic Census

[http://factfinder.census.gov/bkmk/table/1.0/en/ECN/2012\\_US/81A1//naics~8129902](http://factfinder.census.gov/bkmk/table/1.0/en/ECN/2012_US/81A1//naics~8129902)

## **Try Looking Here . . .**

Romantic-sounding places to spend Valentine's Day:

Rose City, Texas (Population – 514)	Rose City, Mich. (Population – 636)	South Heart, N.D. (Population – 403)
Loveland, Colo. (Population – 72,651)	Sacred Heart, Minn. (Population – 520)	Loveland, Ohio (Population – 12,405)
Romeo, Colo. (Population – 394)	Valentine, Neb. (Population – 2,785)	Love County, Okla. (Population – 9,773)
Lovejoy, Ga. (Population – 6,406)	Lovelock, Nev. (Population – 1,900)	Loveland, Okla. (Population – 13)
Loves Park, Ill. (Population – 23,551)	Loving, N.M. (Population – 1,399)	Lovelady, Texas (Population – 621)
Lovington, Ill. (Population – 1,109)	Lovington, N.M. (Population – 11,840)	Loving County, Texas (Population – 86)
Romeoville, Ill. (Population – 39,679)	Rosemont, Md. (Population – 306)	Valentine, Texas (Population – 126)
Rosemont, Ill. (Population – 4,226)	Love Valley, N.C. (Population – 98)	Rose Hill Acres, Texas (Population – 444)
Romeo, Mich. (Population – 3,628)		

Source: U.S. Census Bureau, American FactFinder, estimates are as of July 1, 2014  
<http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

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

African-American History Month (February)	The Fourth of July (July 4)
Super Bowl	Anniversary of Americans With Disabilities Act (July 26)
Valentine's Day (Feb. 14)	Back to School (August)
Women's History Month (March)	Labor Day
Irish-American Heritage Month (March)/ St. Patrick's Day (March 17)	Grandparents Day
Earth Day (April 22)	Hispanic Heritage Month (Sept. 15-Oct. 15)
Asian/Pacific American Heritage Month (May)	Unmarried and Single Americans Week
Older Americans Month (May)	Halloween (Oct. 31)
Mother's Day	American Indian/Alaska Native Heritage Month (November)
Hurricane Season Begins (June 1)	Veterans Day (Nov. 11)
Father's Day	Thanksgiving Day
	The Holiday Season (December)

**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.

County Business Patterns provides statistics for businesses with paid employees. For information about the self-employed, see the Census Bureau's Nonemployer Statistics page. Employment totals from CBP are for the pay period including March 12.

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