

## **Valentine's Day 2017: Feb. 14**

Expressing one's affection 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's Day. Esther Howland, a native of Massachusetts, is given credit for selling the first mass-produced Valentine's Day cards in the 1840s. The custom continues today with even young children exchanging Valentine's Day cards with their fellow classmates.

### **Candy**

#### **1,364**

Number of U.S. manufacturing establishments that produced primarily chocolate and cocoa products in 2014, employing 42,043 people. California led the nation with 151 of these establishments, followed by New York with 119.

Source: U.S. Census Bureau, County Business Patterns: 2014, NAICS code (31135)

<http://factfinder.census.gov/bkmk/table/1.0/en/BP/2014/00A1/0100000US|0100000US.04000/naics~31135>

#### **493**

Number of U.S. establishments that manufactured primarily nonchocolate confectionary products in 2014. These establishments employed 19,213 people. California led the nation in this category with 58 establishments.

Source: U.S. Census Bureau, County Business Patterns: 2014, NAICS code (31134)

<http://factfinder.census.gov/bkmk/table/1.0/en/BP/2014/00A1/0100000US|0100000US.04000/naics~31134>

#### **\$16.0 billion**

The estimated value of chocolate and confectionary product shipments for manufacturing establishments in 2015.

Source: U.S. Census Bureau, 2015 Annual Survey of Manufactures, Products and Service Codes (311351 and 311352)

<http://factfinder.census.gov/bkmk/table/1.0/en/ASM/2015/31VS101//prodsvc~311351|311352>

#### **\$10.1 billion**

The estimated value of nonchocolate confectionery product shipments for manufacturing establishments in 2015.

Source: U.S. Census Bureau, 2015 Annual Survey of Manufactures, Products and Service Code (311340)

<https://factfinder.census.gov/bkmk/table/1.0/en/ASM/2015/31VS101//prodsvc~311340>

**3,217**

Number of confectionery and nut stores in the United States in 2014.

Source: U.S. Census Bureau, County Business Patterns: 2014, NAICS code (445292)

<https://factfinder.census.gov/bkmk/table/1.0/en/BP/2014/00A1//naics~445292>

**\$3.4 billion**

The value of U.S. imports of chocolate and confectionery in 2015. Canada was the top source of U.S. chocolate imports that year with \$1.3 billion.

Source: U.S. Census Bureau, International Trade Statistics, NAICS code (31135)

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

## Flowers

**13,765**

The number of florist establishments nationwide in 2014. These businesses employed 61,170 people.

Source: U.S. Census Bureau, County Business Patterns: 2014, NAICS code (4531)

<https://factfinder.census.gov/bkmk/table/1.0/en/BP/2014/00A1//naics~4531>

**\$131 million**

The value of imports of bouquet cut flowers and buds in February 2016. Of that, the value of imports of fresh cut roses was \$72 million—the highest category of flowers.

Source: U.S. Census Bureau, International Trade Statistics, (Commodity code-0603 and 060311)

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

## Jewelry

**22,655**

The number of jewelry stores in the United States in 2014. Jewelry stores offer engagement, wedding and other rings to couples of all ages. In February 2016, these stores sold an estimated \$2.6 billion in merchandise.

Sources: U.S. Census Bureau, County Business Patterns: 2014, NAICS code (448310)

<http://factfinder.census.gov/bkmk/table/1.0/en/BP/2014/00A1//naics~448310> and Monthly Retail Trade and Food Services [www.census.gov/retail](http://www.census.gov/retail)

**2,143**

The number of jewelry and silverware manufacturing establishments.

Source: U.S. Census Bureau, County Business Patterns: 2014, NAICS code (339910)

<http://factfinder.census.gov/bkmk/table/1.0/en/BP/2014/00A1//naics~339910>

## **\$6.7 billion**

The estimated value of jewelry and silverware products shipped for manufacturing establishments in the United States in 2015.

Source: U.S. Census Bureau, 2015 Annual Survey of Manufactures, Products and Service Code (339910)

<https://factfinder.census.gov/bkmk/table/1.0/en/ASM/2015/31VS101//prodsvc~339910>

## **“Please Be Mine”**

### **29.7 and 27.8 years**

Median age at first marriage in 2015 for men and women, respectively.

Source: U.S. Census Bureau, 2015 American Community Survey

[http://factfinder.census.gov/bkmk/table/1.0/en/ACS/15\\_1YR/B12007](http://factfinder.census.gov/bkmk/table/1.0/en/ACS/15_1YR/B12007)

### **47.5%**

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

Source: U.S. Census Bureau, 2015 American Community Survey

[http://factfinder.census.gov/bkmk/table/1.0/en/ACS/15\\_1YR/S1201](http://factfinder.census.gov/bkmk/table/1.0/en/ACS/15_1YR/S1201)

### **31.9**

The provisional rate of marriages per 1,000 people performed in Nevada during 2014. 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 17.7.

Source: National Center for Health Statistics

[http://www.cdc.gov/nchs/data/dvs/state\\_marriage\\_rates\\_90\\_95\\_and\\_99-14.pdf](http://www.cdc.gov/nchs/data/dvs/state_marriage_rates_90_95_and_99-14.pdf)

### **2.1 million**

The provisional number of marriages that took place in the United States (excluding Georgia) in 2014. 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**

### **19.1%**

Among people 15 and older who have been married, the percentage of men and women who have been married twice as of 2015. About 5.4 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: U.S. Census Bureau, 2015 American Community Survey

## 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, NAICS code (8129902)

[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 – 518)

Rose City, Mich.  
(Population – 633)

South Heart, N.D.  
(Population – 428)

Loveland, Colo.  
(Population – 75,182)

Sacred Heart, Minn.  
(Population – 518)

Loveland, Ohio  
(Population – 12,585)

Romeo, Colo.  
(Population – 387)

Valentine, Neb.  
(Population – 2,836)

Love County, Okla.  
(Population – 9,870)

Lovejoy, Ga.  
(Population – 6,487)

Lovelock, Nev.  
(Population – 1,878)

Loveland, Okla.  
(Population – 12)

Loves Park, Ill.  
(Population – 23,455)

Loving, N.M.  
(Population – 1,409)

Lovelady, Texas  
(Population – 620)

Lovington, Ill.  
(Population – 1,108)

Lovington, N.M.  
(Population – 11,800)

Loving County, Texas  
(Population – 112)

Romeoville, Ill.  
(Population – 39,719)

Rosemont, Md.  
(Population – 307)

Valentine, Texas  
(Population – 123)

Rosemont, Ill.  
(Population – 4,206)

Love Valley, N.C.  
(Population – 100)

Rose Hill Acres, Texas  
(Population – 445)

Romeo, Mich.  
(Population – 3,625)

Source: U.S. Census Bureau, Vintage 2015 Population Estimates, estimates are as of July 1, 2015

<http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

Following is a list of observances typically covered by the Census Bureau's [Facts for Features](#) series:

African-American History Month (February)	Labor Day (1st Monday in September)
Super Bowl (first Sunday in February)	Grandparents Day (1st Sunday after Labor Day)
Valentine's Day (Feb. 14)	Hispanic Heritage Month (Sept. 15-Oct. 15)
Women's History Month (March)	Unmarried and Single Americans Week (3rd week of September)
Irish-American Heritage Month (March)/ St. Patrick's Day (March 17)	Halloween (Oct. 31)
Earth Day (April 22)	American Indian/Alaska Native Heritage Month (November)
Asian/Pacific American Heritage Month (May)	Veterans Day (Nov. 11)
Older Americans Month (May)	Thanksgiving Day (4th Thursday in November)
Mother's Day (2nd Sunday in May)	The Holiday Season (December)
Hurricane Season Begins (June 1)	
Father's Day (third Sunday in June)	
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.

[County Business Patterns](#) (CBP) 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, 2014.

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