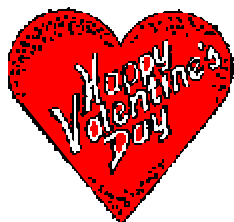


FACTS & FEATURES



CB04-FF.03

January 29, 2004



Valentine's Day: February 14



One legend has it that Valentine's Day originated to commemorate the anniversary of the death of St. Valentine, a Roman clergyman who was executed on Feb. 14, about 270 A.D. for secretly marrying couples in defiance of the emperor. According to another, the holiday began as a Roman fertility festival. Americans probably began exchanging handmade valentines in the early 1700s. In the 1840s, Esther Howland (1828-1904), a native of Massachusetts, began to sell the nation's first mass-produced valentines.

Candy is Dandy



1,040

Number of locations producing chocolate and cocoa products in 2001. These establishments employed 45,913 people. California led the nation in the number of such establishments (with 116) followed by Pennsylvania (with 107).

<http://www.census.gov/Press-Release/www/releases/archives/business_ownership/000926.html>

616

Number of locations that produced nonchocolate confectionary products in 2001. These establishments employed 26,400 people.

<http://www.census.gov/Press-Release/www/releases/archives/business_ownership/000926.html>

3,839

Number of confectionery and nut stores in the United States in 2001. Often referred to as candy stores, they are among the best sources of sweets for Valentine's Day.

<http://www.census.gov/Press-Release/www/releases/archives/business_ownership/000926.html>

24 pounds

Per capita consumption of candy by Americans in 2002; it is believed a large portion is consumed around Valentine's Day. Candy consumption has actually declined over the last few years: in 1997, each American gobbled or savored more than 27 pounds of candy a year.

<<http://www.census.gov/industry/1/ma311d02.pdf>>

Flowers



\$410 million

The wholesale value of domestically produced cut flowers in 2002 for operations with \$100,000 or more in sales. Among states, California was the leading producer, alone accounting for about two-thirds of this amount (\$279 million).

<<http://www.usda.gov/nass/>>

\$56 million

The wholesale value of domestically produced roses in 2002 for operations with \$100,000 or more in sales. Among all types of cut flowers, roses were a close second in receipts to lilies (\$58 million). <<http://www.usda.gov/nass/>>

23,870

The number of florists nationwide in 2001. These businesses employed 125,116 people.

<http://www.census.gov/Press-Release/www/releases/archives/business_ownership/000926.html>

Jewelry



29,780

Number of jewelry stores in the United States in 2001. Jewelry stores offer wedding, engagement and other rings, as well as other baubles, to lovers of all ages.

<http://www.census.gov/Press-Release/www/releases/archives/business_ownership/000926.html>

The merchandise at these locations could well have been produced at one of the nation's 2,168 jewelry manufacturing establishments. The manufacture of jewelry was an \$8.8 billion industry in 2001. <http://www.census.gov/Press-Release/www/releases/archives/business_ownership/000926.html> <<http://www.census.gov/prod/2003pubs/m01as-1.pdf>>

Romantic-Sounding Places

2

The number of places in the United States named Valentine. Valentine, Neb., was the more populous of the two, with 2,842 residents on July 1, 2002; Valentine, Texas, had just 185. <<http://www.census.gov/Press-Release/www/>>

Welcome to
VALENTINE
Pop. 2,842

releases/archives/population/001118.html>

9

Number of places identified by the Census Bureau nationwide with “love” in their name. Loveland, Colo., was the most populous, with 55,273 residents in 2002. The others: Lovejoy, Ga., Loves Park, Ill.; Lovelock, Nev.; Love Valley, N.C.; Loveland, Ohio; Loveland Park, Ohio; Loveland, Okla.; and Lovelady, Texas.

<<http://www.census.gov/Press-Release/www/releases/archives/population/001118.html>>

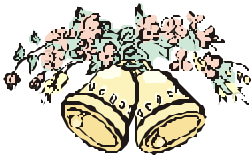
! Still haven’t had your fill of love? Try Loving County, deep in the heart of Texas, with 64 residents in 2002. Or cross the border into New Mexico to the city of Lovington (population 9,484), or the village of Loving (population 1,313), or go to Oklahoma and Love County (population 8,911). And don’t forget Lovington, Ill., with 1,210 residents.

<<http://www.census.gov/Press-Release/www/releases/archives/population/001118.html>>

<<http://www.census.gov/Press-Release/www/releases/archives/population/000927.html>>

! If you really have your heart set on Shakespeare this Valentine’s Day, you might start the day by visiting Romeo (Romeo, Colo.; Romeo, Mich.; or Romeoville, Ill., with 384, 3,765 and 28,765 residents, respectively, in 2002) and end it by calling on Mount Juliet, Tenn. (population, 15,465).

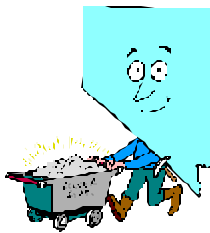
<<http://www.census.gov/Press-Release/www/releases/archives/population/001118.html>>



Be Mine

2.3 million

Number of marriages that take place in the United States annually. That breaks down to nearly 6,200 a day. <<http://www.cdc.gov/nchs/>>



123,300

The number of marriages performed in Nevada during 2002. So many couples “tie the knot” in the Silver State that it ranked fifth nationally in marriages, even though its total population that year was 35th.

<<http://www.cdc.gov/nchs/datawh/statab/unpubd/nvstab51.htm>>

<<http://www.census.gov/Press-Release/www/releases/archives/population/>

000456.html>

25.3 and 26.9

The estimated U.S. median ages at first marriage for women and men, respectively. The age for women is up 4.4 years in the last three decades. The age for men is up 3.6 years.

<<http://www.census.gov/population/socdemo/hh-fam/tabMS-2.pdf>>

52% and 56%

The percentages of American women and men, respectively, who are 15 and over and currently

married. <<http://www.census.gov/population/socdemo/hh-fam/cps2002/tabA1-all.pdf>>

60%

Percentage of people 15 and over in Idaho who are currently married — the highest rate among states. New York has the lowest rate, 50 percent.

<http://www.census.gov/Press-Release/www/releases/archives/census_2000/001489.html>

68%

Percentage of people 15 and over in Naperville, Ill., who are currently married. Naperville, Gilbert, Ariz., and Plano, Texas, lead all places with 100,000 or more people.

<http://www.census.gov/Press-Release/www/releases/archives/census_2000/001489.html>

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

Martin Luther King Jr. Day (Jan. 19)	Back to School (August)
African-American History Month (February)	Labor Day (Sept. 6)
Valentine's Day (Feb. 14)	Grandparents Day (Sept. 12)
Women's History Month (March)	Hispanic Heritage Month (Sept. 15-Oct. 15)
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)
Mother's Day (May 9)	Thanksgiving Day (Nov. 25)
Father's Day (June 20)	The Holiday Season (December)
The Fourth of July (July 4)	
Anniversary of Americans with Disabilities Act (July 26)	

Editor's note: Some of the preceding data were collected in surveys and, therefore, are subject to sampling error. Questions or comments should be directed to the Census Bureau's Public Information Office: telephone: (301) 763-3030; fax: (301) 457-3670; or e-mail: <pio@census.gov>.

