

Valentine's Day Facts

Although the economy affected Valentine's Day sales in 2009 with similar trends in 2010, industries involved in the smitten holiday are still expected to see spending reach \$14.7 billion this year. Below are some other interesting facts about Valentine's Day from the Indiana Business Research Center.



Be Mine

59.5%

Midwesterners who plan to celebrate Valentine's Day this year. The national average for those 18 and older is 62.8 percent.

\$92.75

The average amount Midwesterners are planning to spend on Valentine's Day gifts, which includes their significant other/spouse, other family members, friends, co-workers, children's classmates/teachers, and pets. Nearly 71 percent of this amount will be spent on their significant other or spouse (\$65.82).

Gifts for Your Valentine

Top 5 gifts expected to be given in 2010

Rank	Men (all U.S.)	Women (all U.S.)	Midwesterners
1	Flowers (58.0%)	Card (64.2%)	Card (56.2%)
2	An evening out (53.9%)	Candy (51.0%)	An evening out (46.7%)
3	Card (51.5%)	An evening out (40.5%)	Candy (45.0%)
4	Candy (40.3%)	Other gift idea (15.5%)	Flowers (32.0%)
5	Jewelry (25.7%)	Flowers (14.6%)	Jewelry (13.5%)

Note: These gifts might be stand-alone or given in conjunction with something else.

187 million

Estimated number of roses produced for Valentine's Day in 2009 with nearly half of these roses being red roses (48 percent). In 2006, only 45 of 18,670 commercial greenhouse operations in the United States produced roses due to 90.6 percent of roses being imported.

493

Indiana florists who can handle your Valentine's Day needs. Valentine's Day is the number one holiday for florists.

\$2.2 billion

Amount of merchandise sold by U.S. jewelry store retailers in February 2009, making it the fourth highest month of sales behind December, November and May.

477

Number of jewelry establishments in Indiana that may also purchase from the 12 jewelry manufacturers in the state. These businesses employed a total of 3,654 workers.

36 million

Heart-shaped boxes of chocolate will be sold for Valentine's Day. Additionally, about 8 billion conversation heart candies were produced in 2009.

That Special Someone

904

Number of dating service establishments nationwide as of 2002. These establishments, including Internet dating services, employed nearly 4,300 people and had revenues of \$489 million.

8%

Couples who become engaged in February, setting the stage for a typical engagement period of 16 months.

6.1%

Proportion of weddings that occur in February, the least popular month to get married compared to the summer months (June through August) where roughly 30.9 percent of couples will tie the knot.

3,026

Number of marriage licenses granted in Indiana for February 2009. In all of 2008, Indiana granted 50,671 marriage licenses. California had the most at 246,802 licenses.

26.9 years and 25.8 years

Median age at first marriage for Indiana men and women, respectively, in 2008. These ages are slightly lower than the national average of 28 and 26.2 years for men and women.

52%

Proportion of Indiana's population age 15 or older currently married as of 2008 data. That's 2.6 million Hoosiers. *(For more details on marriage in Indiana, see: www.incontext.indiana.edu/2009/nov-dec/article3.asp.)*

Data Sources

- U.S. Census Bureau (County Business Patterns, Monthly Retail Trade and Food Services, American Community Survey, 2002 Economic Census)
- USDA Floriculture and Nursery Crops Yearbook
- USDA 2007 Agricultural Census
- National Confectioner's Association
- National Retail Federation
- IDEX Online Research
- U.S. Department of Health and Human Services (National Vital Statistics System)