



Research Brief

* THE COMMONWEALTH'S OFFICIAL SOURCE OF POPULATION AND ECONOMIC STATISTICS *

February 1, 2001

Marriage, Divorce, Flowers and Candy in Pennsylvania

MIDDLETOWN, Pa— **Marriage & Divorce:** With February 14th fast approaching, the Pennsylvania State Data Center at Penn State Harrisburg reports that marriages and divorces are down but candy and flower sales are flourishing. This is according to the Pennsylvania Department of Health, marriage and divorce rates and the 1997 Economic Census.

In 1996 there were 70,929 marriages, the lowest total since 1962 and the eighth straight year the number of marriages has declined. This represents a marriage rate per 1,000 population in Pennsylvania of 5.9. The national total for the same year was 8.8.

Table 1: Marriages by Selected Year and Age

	Marriages in 1996	% of Total	Marriages in 1990	% of Total	Marriages in 1980	% of Total
Age of Bride						
20-24	18,189	25.6	26,839	31.6	41,886	44.7
25-29	21,722	30.6	24,279	28.6	19,150	20.4
30-34	10,935	15.4	12,458	14.7	7,813	8.3
Age of Groom						
20-24	12,388	17.5	19,478	22.9	36,931	39.4
25-29	22,694	32.0	27,173	31.9	25,582	27.3
30-34	13,402	18.9	15,123	17.8	10,995	11.7



Pennsylvanians are also waiting longer to get married. In 1996, 30.6 percent of all new brides were age 25-29. The largest percentage of grooms came from the same age bracket with 32 percent. In 1980, 44.7 percent of brides were age 20-24, while 8.3 percent were age 30-34. In 1996, brides age 20-24 dropped to 25.6 percent, and those age 30-34 rose to 15.4 percent. Figures for the grooms are similar [See Table 1]. While the number of marriages have declined, so have the number of divorces. There were 38,217 divorces in Pennsylvania in 1996, the lowest since 1977 and a continuation of five straight years of decline. The divorce rate in Pennsylvania in 1996 was 3.2 per 1,000 population compared to 4.3 for the United States. In 1996, the highest number of divorces occurred in marriages of three to eight years' duration, accounting for 36.4 percent of divorces.

Flowers: According to the 1997 Economic Census, Americans bought over \$6.5 billion worth of flowers in 1997. There were 26,200 florists who employed 125,195 persons in the United States.

Pennsylvania accounted for 4.9 percent of the florists in the United States with 1,272 florists. Pennsylvania florists had sales of slightly over \$307 million and employed 6,264 persons. Of the 1,272 florists in Pennsylvania, 489 (38.4 percent) were located in five counties. Allegheny County led the commonwealth with 187 florists and 43.4 million dollars in sales [See Table 2].

Table 2: Florists in United States, Pennsylvania and Selected Counties

Florists	# of Establishments	Sales	# of Employees
United States	26,200	\$6,555,088,000	125,195
Pennsylvania	1,272	\$307,126,000	6,264
Allegheny County	187	\$43,446,000	860
Montgomery County	87	\$25,420,000	470
Philadelphia County	84	\$22,826,00	346
Delaware County	70	\$19,628,000	320
Bucks County	61	D	D

Source: US Census, 1997 Economic Census. D - withheld to avoid data of individual companies.

Candy: In 1997 there were 292 retail stores in Pennsylvania specializing in candy, nut and confectionary products. These stores employed 1,917 persons and had sales of \$80.3 million. In this industry, Pennsylvania accounted for 5.3 percent of national sales. In the United States there were 4,473 stores with sales of \$1.5 billion and employing 26,306 persons.

Pennsylvania led the nation in the number of establishments manufacturing chocolate and non-chocolate confectionery products in 1997, according to the Economic Census of Manufacturing. Pennsylvania produced \$3.8 billion worth of chocolate and non-chocolate confectionery products. These industries employed 13,199 persons in 160 establishments. The United States, at the same time, had 1,650 establishments producing chocolate and non-chocolate confectionery products, with sales of \$16.9 billion and 68,977 employees.

Table 3: Confectionery Retail Stores & Manufacturing

Retail Candy, Nut & Confectionery Stores	Establishments	Sales	Employees
United States	4,473	\$1,515,510,000	26,306
Pennsylvania	292	\$80,347,000	1,917
Chocolate & Non-Chocolate Confectionery Manufacturing			
United States	1,650	\$16,914,601,000	68,977
Pennsylvania	160	\$3,871,460,000	13,199

Source: US Census, 1997 Economic Census

The Pennsylvania State Data Center is the Commonwealth's official source of population and economic statistics and services. It is based at Penn State Harrisburg's Institute of State and Regional Affairs. The Pennsylvania State Data Center is part of the U.S. Census Bureau's national State Data Center Program.

Editors: For additional data, contact the Data Center's State Capital Office at 717.772.2710, or for faculty comment on this topic contact Penn State Harrisburg's Public Information Office, 717.948.6029.

Source of Information:

Pennsylvania Department of Health, Vital Statistics

US Census Bureau, 1997 Economic Census

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