



Research Brief

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Pennsylvania Ready for Valentine's Day with Books, Cards, Flowers and Chocolates

MIDDLETOWN, Pa - America loves books, periodicals and greeting cards. According to the 1997 Economic Census, there were over 97,000 such establishments, with sales of over \$70 billion and over three quarters of a million employees.

Pennsylvanians won't have trouble finding books or greeting cards to give for Valentine's Day. There were 4,507 such establishments in 1997, with sales of \$3.1 billion and 32,304 employees. Allegheny County topped the commonwealth with 591 of these establishments and 4,690 employees. Philadelphia County led in sales with \$4.9 million (see Table 1).

Table 1
Book, Periodical, Newspaper, Magazine, and Greeting Card Establishments:
United States, Pennsylvania and Selected Counties Ranked by Sales

	Establishments	Sales (\$1,000)	Paid Employees
United States	97,831	70,282,747	756,367
Pennsylvania	4,507	3,100,865	32,304
Philadelphia County	508	486,699	3,831
Allegheny County	591	465,304	4,690
Montgomery County	377	340,704	3,488
Delaware County	125	122,194	1,048
Lancaster County	162	110,601	1,203

Flowers and Florists: Pennsylvania totaled \$160.9 million in sales by commercial flower and foliage producers in 2000, a \$2.4 million increase from 1999. Pennsylvania ranked seventh in the U.S. in wholesale sales of floricultural crops. The wholesale value of cut flowers in Pennsylvania in 2000 totaled \$4.4 million. The U.S. total value of domestically produced cut flowers was \$427 million in 2000.



Roses: Roses are always a popular choice for your valentine. The U.S. total value of domestically produced roses was \$69 million in 2000. The total wholesale value of cut roses in Pennsylvania was \$2.6 million in 2000. The wholesale price for roses in Pennsylvania in 2000 was 52.7 cents per stem.

Chocolate: No Valentine's Day is complete without chocolate, and Pennsylvanians should know. Pennsylvania led the nation in chocolate making in 1999. There were 112 establishments producing chocolate and cocoa-related products in the commonwealth in 1999. These establishments employed over 10,000 people and had an estimated payroll of over \$331 million.

Marriage and Divorce: Provisional data from the National Vital Statistics System indicate that 1997 was a good year for marriages in Pennsylvania. The number of marriages increased 7,094 from 1996 to 1997. Marriages declined the following year, 1998, by 3,069. Divorces in Pennsylvania from 1996 to 1998 ranged from a low of 38,326 in 1996 to a high of 38,698 in 1997.

Table 2
Pennsylvania Marriages and Divorces, 1996-1998

	1998	1997	1996
Marriages	74,198	77,267	70,173
Divorces	38,509	38,698	38,326

The Pennsylvania State Data Center is the commonwealth's official source of population and economic statistics. 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 Pennsylvania State 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 at 717.948.6029.

Sources: [U.S. Census Bureau, 1997 Economic Census](#)
[Pennsylvania Agriculture Statistics, 2000-2001](#)
[County Business Patterns 1999, U.S. Census Bureau](#)
[National Vital Statistics System](#)

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