



Research Brief

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Pennsylvania Retail Trade Embraces the Holiday Season

MIDDLETOWN, Pa - With less than a week remaining until Christmas, Pennsylvania businesses have risen to the challenge of filling the purchasing needs of shoppers throughout the state. The Pennsylvania State Data Center at Penn State Harrisburg reports that according to the 1997 Economic Census, there were 50,208 retail trade establishments in Pennsylvania in 1997 with over 650,000 paid employees. Retail trade establishments generated nearly \$110 billion in sales in Pennsylvania in 1997.

Gift Ideas from Pennsylvania's Retail Establishments

Still haven't gotten around to getting that computer for the family? You're in luck! There were 1,839 electronics and appliances stores in Pennsylvania in 1997 with 12,781 paid employees. These stores generated more than \$2 billion in sales in 1997. Of these establishments, 734 were radio, television and other electronic stores; 421 were computer and software stores; and 179 were camera and photographic supplies stores.

Looking for that best-selling novel or the latest musical selection from your favorite artist? Pennsylvania will be happy to oblige. The 537 bookstores in Pennsylvania in 1997 generated more than \$545 million in sales with nearly 4,900 paid employees. There were also 389 music stores (CDs, tapes and records) that generated over \$307 million in sales with 5,169 paid employees.

During the winter vacation season, you may have time to catch up on sports-related activities and other hobbies. Sporting good stores accounted for 1,023 retail establishments in Pennsylvania in 1997 with 6,833 paid employees and sales of \$749 million. There were 512 hobby, toy and game stores in Pennsylvania in 1997 that generated more than \$704 million in sales and had 5,169 paid employees.

Are you planning to bring a pet home for the holidays? Or perhaps you need to get presents and food for an existing non-human family member. There were 402 pet and pet supplies establishments in Pennsylvania in 1997, generating \$212.8 million in sales with 2,765 paid employees.

Looking for an uncommon present? Look no farther than Pennsylvania. There were 1,623 gift, novelty and souvenir stores in Pennsylvania in 1997 with 9,640 paid employees and sales of nearly \$624 million.

Of course, there are always those who appreciate receiving clothing and accessories for the holidays. There were 4,007 clothing stores, 1,523 shoe stores and 1,319 jewelry stores in Pennsylvania in 1997. Combined sales generated nearly \$6 billion with 55,894 paid employees.

If you're not willing to face the holiday crowds and would prefer to shop from home, there were 412 electronic shopping and mail order establishments in Pennsylvania in 1997. These establishments generated \$6.6 billion in sales with 15,192 paid employees.

You may need to stock up on supplies for a party. There were 2,957 supermarkets and grocery stores, 1,374 specialty food stores and 1,561 beer, wine and liquor stores in Pennsylvania in 1997. More than 1,300 convenience stores were available in 1997 for those last-minute items. In total, food and beverage establishments had 152,042 paid employees and generated more than \$19 billion in annual sales.

The holidays are not complete without flowers. There were 1,272 Pennsylvania florists with 6,264 paid employees in 1997. These establishments generated more than \$307 million in sales.

County Statistics

At the county level (Table 1.), Allegheny County had the largest number of establishments (5,353) and sales from retail trade (\$12.9 billion) of all the counties in Pennsylvania in 1997. Philadelphia County was second in number of establishments (4,782), and Montgomery County was second in sales (\$9.6 billion). Allegheny County also had the largest number of paid employees in retail trade (78,841), followed by Montgomery County (54,728) and Philadelphia County (51,398).

For additional information, please contact the Pennsylvania State Data Center's State Capital Office at 717.772.2710.

Table 1. Retail Establishments: Pennsylvania Counties 1997

County	Number of Retail Establishments	Total Sales (Thousands of Dollars)	Number of Employees	County	Number of Retail Establishments	Total Sales (Thousands of Dollars)	Number of Employees
Pennsylvania	50,208	\$109,948,462	650,144	Juniata	71	123,611	649
Adams	330	472,736	3,072	Lackawanna	1,039	1,966,284	13,167
Allegheny	5,353	12,929,651	78,841	Lancaster	2,012	4,671,739	29,237
Armstrong	310	487,131	3,255	Lawrence	370	627,064	4,286
Beaver	668	1,180,472	8,513	Lebanon	490	1,209,084	6,480
Bedford	216	438,921	2,298	Lehigh	1,376	3,509,237	18,976
Berks	1,468	3,330,720	19,302	Luzerne	1,406	2,856,425	18,945
Blair	639	1,331,159	8,310	Lycoming	605	1,149,283	7,600
Bradford	296	521,172	3,315	McKean	200	280,528	1,969
Bucks	2,549	7,217,380	36,195	Mercer	618	1,285,017	7,852
Butler	709	1,480,171	9,317	Mifflin	195	368,372	2,427
Cambria	693	1,244,812	8,555	Monroe	658	1,160,638	7,621
Cameron	27	30,978	287	Montgomery	3,689	9,607,375	54,728
Carbon	219	316,742	2,102	Montour	76	131,297	797
Centre	617	1,153,918	7,861	Northampton	832	1,831,841	10,051
Chester	1,517	5,879,582	22,625	Northumberland	367	658,719	3,689
Clarion	226	330,495	2,100	Perry	141	205,266	1,280
Clearfield	397	768,427	4,935	Philadelphia	4,782	8,118,245	51,398
Clinton	176	296,168	1,877	Pike	107	182,572	1,203
Columbia	317	533,899	3,462	Potter	77	88,325	611
Crawford	360	628,750	3,970	Schuylkill	659	1,062,524	7,129
Cumberland	955	2,759,547	15,697	Snyder	190	365,560	2,558
Dauphin	1,125	2,532,802	15,204	Somerset	367	543,075	3,361
Delaware	2,080	5,003,597	28,710	Sullivan	29	24,668	186
Elk	163	219,947	1,668	Susquehanna	161	217,773	1,221
Erie	1,225	2,562,056	16,323	Tioga	170	287,902	1,924
Fayette	599	1,110,235	7,056	Union	140	225,254	1,492
Forest	35	28,564	162	Venango	247	417,353	2,792
Franklin	566	1,035,656	6,249	Warren	185	718,565	2,742
Fulton	55	70,741	402	Washington	778	1,531,613	9,187
Greene	136	259,228	1,240	Wayne	246	396,986	2,444
Huntingdon	169	252,777	1,495	Westmoreland	1,557	3,230,166	19,333
Indiana	391	723,586	4,986	Wyoming	126	214,303	1,241
Jefferson	209	299,179	1,828	York	1,447	3,250,599	20,356

Prepared by: The Pennsylvania State Data Center

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.

Source: U.S. Census Bureau, 1997 Economic Census