



# Research Brief

The Commonwealth's Official Source for Population and Economic Statistics

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## Valentine's Day is All Business for Pennsylvania

MIDDLETOWN, Pa - 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.

Data from the U.S. Census Bureau's 2002 County Business Patterns shows that:

- Pennsylvania ranks second in the nation with 147 establishments that produce sugar and confectionary products and employ over 11,000 people.
- There are 1,117 florists in Pennsylvania, 5<sup>th</sup> largest in the nation and these businesses employ almost 6,000 people.
- There are 200 cut flower farms in Pennsylvania, 29 of which are in Lancaster County
- There are 1,275 jewelry stores in Pennsylvania. Jewelry stores offer wedding, engagement and other rings as well as other baubles to lovers of all ages. The merchandise at these locations could well have been produced at one of the state's 77 jewelry-manufacturing establishments.
- Pennsylvania ranks 4<sup>th</sup> nationally in the number of confectionary and nut stores and these businesses employ 1,300 people.
- There are 400 cosmetic, beauty supply and perfume stores in the Commonwealth.

## Other interesting facts about Pennsylvania and Valentine's Day

- There are approximately 200,000 honeymooners who enjoy the Pocono Mountains each year. Also known as the "Endless Mountains," the Poconos cover four counties in Pennsylvania, and this region is often referred to as "The Honeymoon Capital of the World" or the "Land of Love." It all started in the mid-1940s when Rudolf Von Hoevenberg opened "The Farm on the Hill," which was the first honeymoon resort in the Poconos. In 1963, *Life* magazine featured a photo of the nation's first heart-shaped tub that was located at Morris B. Wilkin's resort, now called "Caesar's Cove Haven."
- According to the National Center for Health Statistics, there were 36,458 marriages that took place in Pennsylvania in 2004. That breaks down to nearly 100 a day.
- There were 2,545,256 women and 2,568,442 men who are 15 and over and currently married, according to the 2003 American Community Survey.



**Table 1: Marital Status, Pennsylvania: 2003 American Community Survey**

	<b>Males</b>	<b>Females</b>
<b>Total Population Age 15 and Over</b>	<b>4,576,013</b>	<b>5,032,659</b>
Never married	1,373,252	1,243,316
Now married, except separated	2,568,442	2,545,256
Separated	98,525	131,790
Widowed	150,098	608,089
Divorced	385,696	504,208

For additional information from the 2003 American Community Survey or the 2002 County Business Patterns, please contact the PaSDC at 717.772.2710.

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

The Pennsylvania State Data Center is the commonwealth's official source for 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.

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