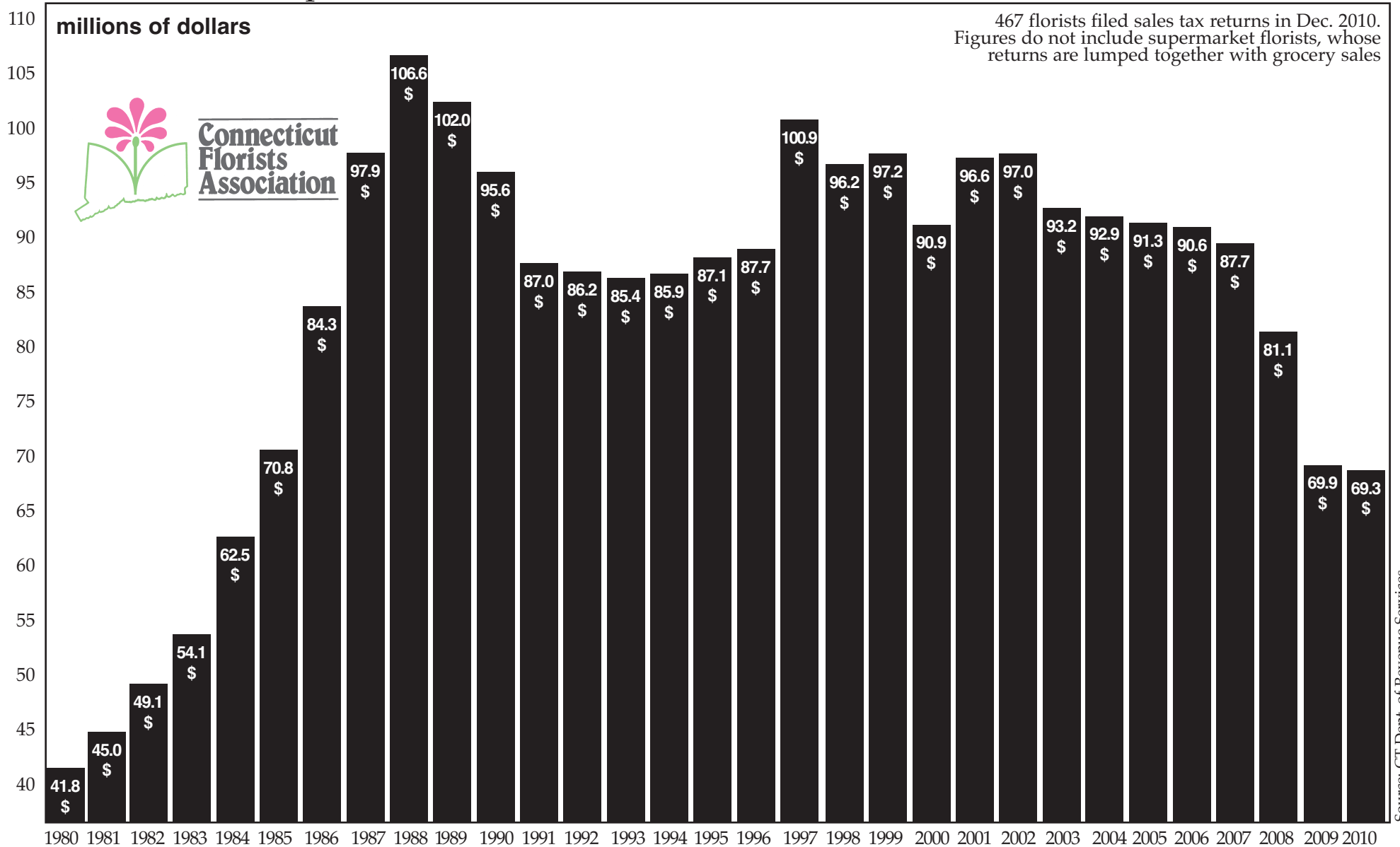


Connecticut Independent Florists Retail Sales



Sales of Connecticut's independent florists totaled \$69,391,494 in the year 2010. This represents a 0.8% decrease (down \$500,956) over the year 2009.

The number of independent flower shops rose slightly to 467 at the end of 2010, according

to figures released by the Connecticut Department of Revenue Services, an increase of 43 shops from 2009. In 1990, at the height of the independent retail florist industry, there were approximately 900 flower shops in the state.

Average annual sales of the typical

Connecticut florist shop in 2010 dropped to \$148,590.

Sales tax on florist products contributed \$3.6 million to the state treasury in 2010.

None of these figures includes sales of mass market and grocery florists, whose totals are lumped together with general store sales and are not separated out.