

# FACTS f o r FEATURES



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## Ho! Ho! Ho!



The holiday season, with all its traditions, family gatherings and general rejoicing, is now upon us. To commemorate this time of cheer, the U.S. Census Bureau presents a host of holiday-related facts and figures from its data warehouse.



### **Christmas Trees, Ornaments & Gifts**

**\$466 million**

The amount the nation's Christmas tree farmers received from tree sales in 2002.

<http://www.ers.usda.gov/>

**\$160 million**

The amount received by Christmas tree farmers in Oregon from tree sales in 2002, making the Beaver State the nation's Christmas tree capital. North Carolina, Washington, Michigan and Ohio round out the top five states in tree sales. <http://www.ers.usda.gov/>

**\$971 million**

The value of U.S. imports of Christmas tree ornaments from China between January and September 2003. China was the leading country of origin for such items. Similarly, China was the leading foreign source of artificial Christmas trees shipped to the United States (\$93 million worth).

<http://www.census.gov/foreign-trade/www/>

**\$30.6 billion**

Retail sales by the U.S. toy industry in 2002. Of this amount, \$10.3 billion were from the sales of video games. A hefty percentage of these sales resulted from the purchase of holiday gifts. (Source: soon-to-be-released *Statistical Abstract of the United States: 2003*.)



## Holiday Names

### 1

The number of places around the country named “Christmas.” That unincorporated town is Christmas, Fla., which had a population of 1,162 in 2000.

<[http://factfinder.census.gov/home/saff/main.html?\\_lang=en](http://factfinder.census.gov/home/saff/main.html?_lang=en)>

Other places whose names are associated with the holiday season include North Pole, Alaska (population 1,618 in 2002); Santa Claus, Ind. (2,129); Santa Claus, Ga. (238); Noel, Mo. (1,446); and — maybe — the village of Rudolph, Wis. (415).

<<http://www.census.gov/Press-Release/www/releases/archives/population/001118.html>>



### \$219,700

Value of U.S. imports between January and September 2003 from Christmas Island, an Australian territory in the Pacific Ocean, south of Hawaii. Perhaps some were “Christmas gifts from Christmas Island.” <<http://www.census.gov/foreign-trade/www/>>



## Holiday Shopping — The December Rush

*The holiday season is critical for retailers. How critical? Well, here are some examples using the most recent Census Bureau data. Note that the estimates that follow have not been adjusted to account for seasonal variations or price changes.*

### \$32.4 billion

Retail sales by the nation’s department stores in December 2002. This represented a 47 percent jump from the previous month (when retail sales, many Christmas-related, registered \$21.9 billion). No other month-to-month increase in department store sales last year came near that.

Other U.S. retailers with sizable jumps in sales between November and December 2002 included clothing stores (44 percent); jewelry stores (163 percent); book stores (87 percent); sporting goods stores (59 percent); and radio, TV and other electronics stores (56 percent).

<<http://www.census.gov/mrts/www/mrts.html>>

### \$13.5 billion

Value of electronic shopping and mail-order sales in December 2002, easily the highest month that year. <<http://www.census.gov/mrts/www/mrts.html>>

### \$13.8 billion

Value of e-commerce sales for the fourth quarter of 2002. This amount, which represented

1.6 percent of total retail sales over the period, was greater than e-commerce sales for any other quarter of the year. <<http://www.census.gov/mrts/www/mrts.html>>

## 14 percent

Proportion of total 2002 sales for department stores (including leased departments) that took place in December. For jewelry stores, the percentage was 23 percent.

<<http://www.census.gov/mrts/www/mrts.html>>

## 22 percent

Proportion the nation's department stores built up their inventories between the end of August and the end of November 2002. Thanks to the holiday hordes, inventories plummeted by 23 percent in the year's final month. <<http://www.census.gov/mrts/www/mrts.html>>

## 1.9 million

Number of people employed at department stores in December 2002. This number typically swells during the holiday season, last year rising by 55,000 from November and 214,000 from October.

Apparel and accessory stores showed similar seasonal employment gains. (Courtesy of the U.S. Bureau of Labor Statistics.)



### Where are the Gifts Made?

## 179

Number of establishments around the country that primarily manufactured dolls and stuffed toys in 2001; they employed 2,271 people; their total shipments:

\$296 million. California led the nation with 29 locations, and New York employed the

most, 374.

For establishments: <[http://www.census.gov/Press-Release/www/releases/archives/business\\_ownership/000926.html](http://www.census.gov/Press-Release/www/releases/archives/business_ownership/000926.html)>

For value of industry shipments: <<http://www.census.gov/mcd/asm-as1.html>>

## 779

Number of locations that primarily produced games, toys and children's vehicles in 2001; they employed 21,644 workers and shipped \$3.1 billion of goods. California led the nation in these establishments with 117 and Ohio in employees, with 2,972.

For establishments: <<http://www.census.gov/Press-Release/www/releases/archives/000926.html>>

For value of industry shipments: <<http://www.census.gov/mcd/asm-as1.html>>

## \$820 million

Value of U.S. imports of stuffed toys (excluding dolls) from China between January and September 2003. China was the leading country of origin for toys, as well as for a number of other popular holiday

gifts. These include electric trains (\$58 million in exports to the United States over the period); puzzles (\$34 million); roller skates (\$57 million); sports footwear



(\$157 million); golf equipment (\$32 million); and basketballs (\$35 million). Canada was the leading supplier of ice skates (\$15 million).

<<http://www.census.gov/foreign-trade/www/>>

## Where Holiday Gifts are Purchased 11,086

The number of electronic shopping and mail-order houses in business in 2001. These businesses, which employed 280,912 workers, are a popular source of holiday gifts. Their sales: \$109 billion, of which 24 percent were attributable to e-commerce. California led the nation in these establishments and their employees, with 1,746 and 30,291, respectively.

<[http://www.census.gov/Press-Release/www/releases/archives/business\\_ownership/000926.html](http://www.census.gov/Press-Release/www/releases/archives/business_ownership/000926.html)> and <[www.census.gov/eos/www/papers/2001/2001estatstables.pdf](http://www.census.gov/eos/www/papers/2001/2001estatstables.pdf)>

If you're not sure where to do your shopping, choices of retail establishments in 2001 abound: 151,668 clothing and clothing accessories stores; 10,374 department stores; 10,783 hobby, toy and game shops; 33,678 gift, novelty and souvenir shops; 22,468 sporting goods stores; 29,780 jewelry stores; and 11,559 book stores.

<[http://www.census.gov/Press-Release/www/releases/archives/business\\_ownership/000926.html](http://www.census.gov/Press-Release/www/releases/archives/business_ownership/000926.html)>



## 46,438

Number of malls and shopping centers dotting the U.S. landscape in 2002, a total that has increased by almost 10,000 since 1990. (Source: soon-to-be-released *Statistical Abstract of the United States: 2003*.)

## Winter Wonderland

### 7.4 million

Number of Americans who say they Alpine-ski more than once a year. Other popular winter sports are: ice- or figure-skating (6.7 million participants); cross country-skiing (2.3 million); ice hockey (1.9 million); and snowboarding (4.3 million). (Source: soon-to-be-released *Statistical Abstract of the United States: 2003*.)

### More than 2 feet

Average depth of the snowfall each December in Valdez, Alaska; Mount Washington, N.H.; Blue Canyon, Calif.; Yakutat, Alaska; Sault Sainte Marie, Mich.; Marquette, Mich.; Syracuse, N.Y.; and Muskegon, Mich., all good places to practice winter sports during the holidays. (Source: soon-to-be-released *Statistical Abstract of the United States: 2003*.)

Following is a list of observances typically covered by the Census Bureau's *Facts for Features* series:

African-American History Month (February)	Back to School (August)
Valentine's Day (Feb. 14)	Labor Day (Sept. 1)
Women's History Month (March)	Grandparents Day (Sept. 7)
St. Patrick's Day (March 17)	Hispanic Heritage Month (Sept. 15-Oct. 15)
Asian Pacific American Heritage Month (May)	Halloween (Oct. 31)
Older Americans Month (May)	American Indian/Alaska Native Heritage Month
Mother's Day (May 11)	(November)
Father's Day (June 15)	Veterans Day (Nov. 11)
The Fourth of July (July 4)	Thanksgiving Day (Nov. 27)
Anniversary of Americans With Disabilities Act (July 26)	The Holiday Season (December)

**Editor's note:** Some of the preceding data were collected in surveys and, therefore, are subject to sampling error. Questions or comments should be directed to the Census Bureau's Public Information Office: telephone: (301) 763-3030; fax: (301) 457-3670; or e-mail: <pio@census.gov>.