

# U.S. Census Bureau News

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## The 2012 Holiday Season

The holiday season is a time for gathering and celebrating with friends and family, gifts giving, reflection and thanks. To commemorate this time of year, the U.S. Census Bureau presents the following holiday-related facts and figures from its collection of statistics.

### Rush to the Stores

#### \$27 billion

Retail sales by the nation's department stores (including leased departments) in December 2011. This represented a 45 percent jump from the previous month (when retail sales, many holiday-related, registered 18.6 billion). No other month-to-month increase in department store sales last year was as large.

Other U.S. retailers with sizable jumps in sales between November and December 2011 were bookstores (76 percent); clothing stores (38 percent); jewelry stores (129 percent); radio, TV and other electronics stores (40 percent); and sporting goods stores (55 percent).

Source: U.S. Census Bureau, Business and Industry

<http://www.census.gov/econ/currentdata/dbsearch?program=MRTS&startYear=1992&endYear=2012&categories=44X72&dataType=SM&geoLevel=US&adjusted=1&notAdjusted=1&errorData=0>

Note: Leased departments are separately owned businesses operated as departments or concessions of other service establishments or of retail businesses, such as a separately owned shoeshine parlor in a barber shop, or a beauty shop in a department store. Also, retail sales and inventory estimates have not been adjusted to account for seasonal or pricing variations.

#### 14.3%

The percentage of total 2011 sales for department stores (including leased departments) in December. For jewelry stores, the percentage was 19.3 percent.

Source: U.S. Census Bureau, Business and Industry

<http://www.census.gov/econ/currentdata/dbsearch?program=MRTS&startYear=1992&endYear=2012&categories=44X72&dataType=SM&geoLevel=US&adjusted=1&notAdjusted=1&errorData=0>

## **22%**

The growth in inventories by our nation's department stores (excluding leased departments) from Aug. 31 to Nov. 30, 2011. Thanks to the holiday crowds, inventories plummeted by 21 percent in December.

Source: U.S. Census Bureau, Business and Industry

<<http://www.census.gov/econ/currentdata/dbsearch?program=MRTS&startYear=1992&endYear=2012&categories=44X72&dataType=SM&geoLevel=US&adjusted=1&notAdjusted=1&errorData=0>>

## **\$38 Billion**

Value of retail sales by electronic shopping and mail-order houses in December 2011 — the highest total for any month last year.

Source: U.S. Census Bureau, Business and Industry

<<http://www.census.gov/econ/currentdata/dbsearch?program=MRTS&startYear=1992&endYear=2012&categories=44X72&dataType=SM&geoLevel=US&adjusted=1&notAdjusted=1&errorData=0>>

## **22,534**

The number of electronic shopping and mail-order houses in business in 2010. These businesses, which employed 311,792 workers, are a popular source of holiday gifts (NAICS code 45411).

Source: U.S. Census Bureau, American FactFinder, Table CB1000A1

<<http://factfinder2.census.gov/bkmk/table/1.0/en/BP/2010/00A1/naics~45411>>,

If you're not sure where to do your shopping, choices of retail establishments abound: In 2010, there were 147,614 clothing and clothing accessories stores (NAICS code 448); 26,899 gift, novelty and souvenir shops (NAICS code 45322); 23,739 jewelry stores (NAICS code 44831); 21,418 sporting goods stores (NAICS code 45111); 8,876 bookstores (NAICS code 451211) 8,779 hobby, toy and game shops (NAICS code 45112); and 8,626 department stores (NAICS code 4521); across the nation. The figures shown are for locations with paid employees and do not include nonemployer firms (i.e. firms with no paid employees).

NAICS – North American Industry Classification System

Source: U.S. Census Bureau, County Business Patterns,

<<http://www.census.gov/econ/cbp/>>

## **Christmas Trees and Decorations**

### **\$1.03 billion**

The value of U.S. imports of Christmas tree ornaments from China between January and September 2012. 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 (\$139.9 million worth) during the same period.

Source: U.S. Census Bureau, Foreign Trade Statistics

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

## **Where the Toys are ... Made**

**73**

Number of establishments around the country that primarily manufactured dolls and stuffed toys in 2010. California led the nation with 10 locations.

Source: U.S. Census Bureau, County Business Patterns, NAICS code 339931,  
<http://www.census.gov/econ/cbp/>

**525**

The number of locations that primarily produced games, toys and children's vehicles in 2010; they employed 7,374 workers. California led the nation with 85 establishments.

Source: U.S. Census Bureau, County Business Patterns, NAICS code 339932,  
<http://www.census.gov/econ/cbp/>

**\$9.6 billion**

The value of U.S. toy imports, including stuffed toys (such as dolls), puzzles and electric trains from China, between January and September 2012. China was the leading country of origin for stuffed toys coming into this country, as well as for a number of other popular holiday gifts. These include sports footwear (\$227.7 million), basketballs (\$41.0 million) and roller skates (\$31.8 million). China led Thailand as the leading supplier of ice skates (\$10.7 million versus \$9.5 million), with Canada ranked third (\$3.6 million).

Source: U.S. Census Bureau, Foreign Trade Statistics  
<http://www.census.gov/foreign-trade/www/>

## **Holiday Names**

Place names associated with the holiday season consist of a dozen places named Holly including Mount Holly, N.C. (population 13,719) and Holly Springs, Miss. (7,638). There is Snowflake, Ariz. (5,587), Santa Claus, Ind. (2,484), North Pole, Alaska (2,154), Noel, Mo. (1,822) and — if you know about reindeer —Dasher, Ga. (934) and the village of Rudolph, Wis. (440). There is also Santa Claus, Ga. (166).

Source: U.S. Census Bureau, Population Estimates  
<http://www.census.gov/popest/data/cities/totals/2011/SUB-EST2011-3.html>

## **Hanukkah and Kwanzaa**

**58%**

Proportion of the nation's spuds produced in Idaho and Washington during the fall of 2011. Potato latkes are always a crowd pleaser during Hanukkah.

Source: National Agriculture Statistics Service, Crop Production, Page 14  
<http://usda01.library.cornell.edu/usda/current/CropProd/CropProd-12-11-2012.pdf>

## \$1.38 billion

The value of product shipments of candles in 2011 by the nation's manufacturers. Many of these candles are lit during Hanukkah (Dec. 8 to 16) and Kwanzaa (Dec. 26 to Jan. 1) celebrations.

Source: U.S. Census Bureau, Annual Survey of Manufacturers,

<[http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ASM\\_2011\\_31VS101&prodType=table](http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ASM_2011_31VS101&prodType=table)>

## New Year's Eve and Day

## More than 315 million

The nation's projected population as we ring in the New Year.

Source: U.S. Census Bureau, Population Estimates

<<http://www.census.gov/population/projections/data/national/2008/summarytables.html>>.

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

African-American History Month (February)

Super Bowl

Valentine's Day (Feb. 14)

Women's History Month (March)

Irish-American Heritage Month (March)/

St. Patrick's Day (March 17)

Asian/Pacific American Heritage Month (May)

Older Americans Month (May)

Cinco de Mayo (May 5)

Mother's Day

Hurricane Season Begins (June 1)

Father's Day

The Fourth of July (July 4)

Anniversary of Americans with Disabilities Act (July 26)

Back to School (August)

Labor Day

Grandparents Day

Hispanic Heritage Month (Sept. 15-Oct. 15)

Unmarried and Single Americans Week

Halloween (Oct. 31)

American Indian/Alaska Native Heritage Month  
(November)

Veterans Day (Nov. 11)

Thanksgiving Day

The Holiday Season (December)

**Editor's note:** The preceding data were collected from a variety of sources and may be subject to sampling variability and other sources of error. Facts for Features are customarily released about two months before an observance in order to accommodate magazine production timelines. Questions or comments should be directed to the Census Bureau's Public Information Office: telephone: 301-763-3030; fax: 301-763-3762; or e-mail: <[pio@census.gov](mailto:pio@census.gov)>.