

FACTS f o r FEATURES



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The Holiday Season



Christmas Trees & Ornaments

\$493 million

The amount the nation's farmers received from Christmas tree sales in 2001, which in current dollars was up 18 percent from five years earlier.

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



\$151 million

The amount received by farmers in Oregon from Christmas tree sales in 2001, making the "Beaver State" the nation's Christmas tree capital. North Carolina,

Washington, Michigan and Wisconsin round out the top five states.

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

\$841 million

Value of U.S. imports of Christmas tree ornaments from China between January and September 2002. China was the leading country of origin for such items. Similarly, China was the leading foreign source of artificial Christmas trees in the United States (\$103 million worth in shipments).

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

Holiday Names

Welcome to
CHRISTMAS
Pop. 1,162

1

The number of places around the country named "Christmas." That unincorporated town is Christmas, Fla., whose Census 2000 population was 1,162.

Other places around the nation whose names are associated with the holiday season include North Pole, Alaska (population 1,570); Santa Claus, Ind. (population 2,041); Santa Claus, Ga. (population 237); Noel, Mo. (population 1,480); and the village of Rudolph, Wis. (population 423). <http://factfinder.census.gov/servlet/BasicFactsServlet>



\$577,900

Value of U.S. imports between January and September 2002 from Christmas Island, an Australian territory in the Pacific Ocean south of Hawaii. Perhaps some of these 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. Just how critical? 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.

\$33.9 billion

Retail sales by the nation’s department stores (including leased departments) in December 2001, a 43 percent jump from the previous month (when retail sales, many Christmas-related, registered \$23.6 billion). No other month-to-month increase in department store sales last year came anywhere near that.

Other U.S. retailers with sizable jumps in sales between November and December 2001 were: clothing stores (47 percent); jewelry stores (145 percent); book stores (78 percent); sporting goods stores (59 percent); and radio, TV and other electronics stores (60 percent).

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

\$11.7 billion

Value of electronic shopping and mail-order sales in December 2001, easily the highest total of any month that year. <http://www.census.gov/mrts/www/mrts.html>

\$11.2 billion

Value of e-commerce sales for the fourth quarter of 2001. This amount, which made up 1.3 percent of total retail sales over the period, was greater than e-commerce sales for any other quarter of the year. Doing holiday shopping online is rapidly gaining in popularity; e-commerce sales were \$9.5 billion during the fourth quarter of 2000 and \$5.5 billion during the same period in 1999. <http://www.census.gov/mrts/www/mrts.html>

14

Percentage of total 2001 sales for department stores (including leased departments) that took place in December. For jewelry stores, it was 22 percent.

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

20

Percentage by which the nation's department stores (excluding leased departments) built up their inventories between the end of August and the end of November 2001. Thanks to the holiday hordes, inventories dropped by 25 percent in the final month of the year.

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

Where the Gifts Are Made

206

Number of establishments around the country that primarily manufactured dolls and stuffed toys in 2000. They employed 2,707 people and shipped \$329 million of goods. California led the nation in such locations with 29.

<<http://www.census.gov/Press-Release/www/2002/cb02-76.html>> for establishments. <<http://www.census.gov/prod/www/abs/industry.html>> for value of industry shipments.



801

Number of locations that primarily produced games, toys and children's vehicles in 2000; they employed 23,984 workers and shipped \$3.5 billion of goods. California led the nation in these establishments with 115. <<http://www.census.gov/Press-Release/www/2002/cb02-76.html>> for establishments. <<http://www.census.gov/prod/www/abs/industry.html>> for value of industry shipments.

\$789 million

Value of U.S. imports of stuffed toys (excluding dolls) from China between January and September 2002. China was the leading country of origin for toys, as well as for other popular holiday gifts. These include dolls (\$722 million in exports to the United States over the period); electric trains (\$50 million); puzzles (\$32 million); ice and roller skates (\$118 million); sports footwear (\$150 million); golf equipment (\$27 million); tennis rackets (\$24 million); and basketballs (\$38 million). <<http://www.census.gov/foreign-trade/www/>>

Where Holiday Gifts Are Purchased

11,802

The number of electronic shopping and mail-order houses in operation in 2000. These businesses, which employed 276,698 workers, are a popular source for buyers of holiday gifts. Their sales: \$110 billion, of which 19 percent came through e-commerce. California led the nation in these establishments with 1,952. <<http://www.census.gov/Press-Release/www/2002/cb02-76.html>>

<<http://www.census.gov/mrts/www/data/html/nsal00.html>>

<<http://www.census.gov/eos/www/papers/estatstables.pdf>>



1,168

Net number of electronic shopping and mail-order houses added to the nation's total between 1999 and 2000. Sales by these establishments rose by \$17 billion over the period.

<<http://www.census.gov/Press-Release/www/2002/cb02-76.html>>

<<http://www.census.gov/mrts/www/data/html/nsal00.html>>

<<http://www.census.gov/mrts/www/data/html/nsal99.html>>

If you're looking for that perfect gift, choices of retail establishments in 2000 abound: 150,946 clothing and clothing accessories stores; 10,428 department stores; 10,911 hobby, toy and game shops; 34,399 gift, novelty and souvenir shops; 22,611 sporting goods stores; 29,303 jewelry stores; and 11,662 book stores.

<<http://www.census.gov/Press-Release/www/2002/cb02-76.html>>

45,827

Number of malls and shopping centers dotting the U.S. landscape in 2001, a total that has increased by more than 9,000 since 1990. (Data from the soon-to-be released *Statistical Abstract of the United States 2002*.)



Winter Wonderland

7.4 million

Number of Americans who reported in 2000 that they Alpine-ski more than once a year. Other popular winter sports are: ice- or figure-skating (6.7 million); cross country-skiing (2.3 million); ice hockey (1.9 million); and snowboarding (4.3 million). (Data from the soon-to-be released *Statistical Abstract of the United*

States 2002.)

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 for winter sports during the holiday season. (Data from the soon-to-be released *Statistical Abstract of the United States 2002*.)

The preceding facts come from the U.S. Department of Agriculture's Economic Research Service; Census 2000; U.S. import and export trade reports; Monthly Retail Trade — Sales and Inventory estimates; County Business Patterns; the Annual Survey of Manufactures; and the Statistical Abstract of the United States. The data are subject to sampling variability and other sources of error. This is the 20th and final *Facts for Features* in 2002. Previously released were: African American History Month (February), Valentine's Day (Feb. 14), Women's History Month (March), St. Patrick's Day (March 17), Census Bureau Centennial (March 6), Asian Pacific American Heritage Month (May), Older Americans Month (May), Mother's Day (May 12), Father's Day (June 16), the Fourth of July, 12th Anniversary of Americans with Disabilities Act (July 26), Back to School (August), Labor Day (Sept. 2), Grandparents Day (Sept. 8), Hispanic Heritage Month (Sept. 15-Oct. 15), Halloween (Oct. 31), American Indian/Alaska Native Heritage Month (November), Veterans Day (Nov. 11) and Thanksgiving (Nov. 28). 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>.