



KELLEY SCHOOL OF BUSINESS

INDIANA UNIVERSITY

Indiana Business Research Center

Christmas by the Numbers

As we prepare for a season filled with celebrations with friends and family, exchange gifts, reflect, and give thanks, the Indiana Business Research Center paints a picture of the season with numbers.

A Season of Celebration

94 percent

Percentage of adults who celebrate at least one winter holiday (Christmas, Hanukkah, or Kwanzaa).

50.4 percent

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

It's in the Mail

17 billion

Number of cards, letters and packages the U.S. Postal Service (USPS) expects to deliver between Thanksgiving and Christmas. Last year, the USPS delivered 19 billion cards, letters, and packages. Average amount of mail processed daily: 583 million; pieces handled last year on December 14: 839 million.

30 million

Pounds of mail the USPS will process for overseas military installations - including war zones in Iraq and Afghanistan in November and December.

Holiday Names

Santa Claus, Indiana

With a population of 2,314, this famous town has the world-renowned Holiday World theme park. Other Hoosier towns with holiday names include Starlight, Shepherd and Bethlehem.

Shop 'til You Drop

\$441.97 billion

November through December retail sales last year, a decline of 3.4 percent from 2007, first drop recorded by the National Retail Federation since they began tracking in 1992.

Minus 1 percent

Expected drop in 2009 holiday sales from 2008. If the National Retail Federation is correct, then holiday sales will total \$437.6 billion this year.

\$1,053

Amount Hoosiers project to be spend on 2009 holiday related shopping, a 7 percent increase from 2008. Of this amount, consumers expect to spend \$610 on gifts.

When to Shop?

55 days

In the holiday season, shopping begins at the start of November and goes through December 24. In 2008, retailers' average sales were \$8.04 billion per day. With an expected drop in 2009, the daily average would be nearly \$8.0 billion per day.

40.2 percent

Of shoppers began their holiday shopping before Halloween last year. Nearly 37 percent of shoppers began shopping in November with the remaining 21 percent waiting until December.

Where to Shop?

4,789 retailers

Indiana has big variety in its retail:

- 2,583 clothing and accessories stores
- 587 gift, novelty, and souvenir shops
- 484 sporting goods stores
- 477 jewelry stores
- 233 book stores
- 228 department stores
- 197 hobby, toy, and game shops

235

Number of electronic shopping and mail-order houses in Indiana, with 5,011 employees.

38 percent

The percent of Hoosiers planning to shop online this year.

\$24 billion

Value of retail sales by electronic shopping and mail-order houses nationwide in December 2008, the highest total for any month last year.

What to Buy?

71 percent

Of Hoosiers who plan to purchase at least one gift card this holiday season. The average Hoosier plans to purchase six gift card certificates.

42.2 percent

Of consumers plan to purchase toys this year, up slightly from 41.6 percent in 2008.

Video games and Barbie dolls

For second year in a row, video games reign as the most popular gift for boys. The second and third most popular boy toys are Transformers and LEGOs. For the sixth year in a row, Barbie is expected to be the top girl gift followed by dolls and Hannah Montana toys.

Made in Indiana

Indiana has 19 companies that produce games, toys and children's vehicles, with 298 employees. Indiana also has 21 doll, toy, and game manufacturing facilities that employ more than 300 workers.

\$4.3 billion

The value of U.S. toy imports including stuffed toys (excluding dolls), puzzles, and electric trains from China between January and August 2009. 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 roller skates (\$30 million), sports footwear (\$120 million), golf balls (\$31 million) and basketballs (\$29 million).

Christmas Trees and Decorations

3,175 acres

Number of Indiana acres devoted to Christmas tree production on 231 farms. Also, 177 of the 231 farms cut 198,899 trees used as Christmas trees or decorations.

\$2.66 million

Sales value of cut Christmas trees and short-rotation woody crops in Indiana. Oregon leads the nation in sales with \$109.3 million.

\$470.3 million

The value of U.S. imports of Christmas tree ornaments from China between January and August 2009. 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 (\$28.6 million worth) during the same period.

Holiday Treats and Feasts

Cookies and more cookies...

The top five most liked Christmas cookies last year were sugar cookies, gingerbread man cookies, peanut blossoms, thumbprint cookies, and Russian tea cakes (also known as Mexican wedding cakes).

Eggnog

A popular holiday beverage that consists of egg, milk, cream, sugar, and an assorted mixture of spices and spirits. In 2007, eggnog consumption nationwide was 122 million pounds with peak sales occurring the week before Thanksgiving, the weeks of Christmas, and just after Christmas. Per capita consumption was 0.4 pounds or roughly half of a cup of eggnog.

6.5 billion

Eggs were produced in Indiana in 2008. Indiana accounts for 7.2 percent of all egg production in the United States. In 2005, Rose Acres farm in Seymour, Indiana was named the second largest egg producing firm in the nation.

3.3 billion

Pounds of milk produced in Indiana in 2008. Total U.S. production of milk was 190 billion pounds and Indiana produces 1.7 percent of the nation's supply.

Candy canes

More than 1.8 billion candy canes will be made for the winter holiday season, including the traditional peppermint flavor as well as super-sour, fruit, and tropical fruit flavors. Indiana has 47 establishments dedicated to the production of sugar and non-chocolate confectionary products.

293,000 pounds

Amount of peppermint produced in Indiana in 2008. Indiana also produced 81,000 pounds of spearmint. Indiana ranks fourth and fifth in the nation's supply of these spices.

43 wineries

If you like to celebrate your holidays with wine, there are 43 locations throughout Indiana that offer a wide array of choices, including the new Indiana Signature wine, Traminette.

102 retail bakeries

Number of Hoosier bakeries serving those without time or inclination to bake.

Chocolate

The winter holidays represent the biggest boxed chocolate selling season as 70 percent of adults give or receive a box of chocolates. In Indiana, 31 establishments manufacture chocolate products from either cacao beans or purchased chocolate. These locations may produce a portion of the 150 million chocolate Santas that will be made for the winter holidays.

Holiday Travel

87.7 million

Americans who are projected to travel more than 50 miles from home during the year-end holidays, a 3.8 percent increase from last year. In Indiana, 1.8 million travelers will travel in this time period, a 10 percent increase from 2008.

88.6 percent

Percentage of Americans who plan to complete their holiday travel by automobile in 2009.

62,709,957

Number of passengers who got to their holiday destinations by airplane in December 2008—the ninth busiest month in total flight passengers. Unfortunately, many of these travels are condensed around Christmas, thus the congestion at airports.

60 percent

Percentage of people who feel that the time and money spent traveling is a small price to pay to be with people they love. Four reasons given for holiday travel: creating memories, maintaining traditions, reconnecting and building relationships, and improving a person's sense of overall well-being.

Source: Indiana University, Kelley School of Business, Indiana Business Research Center (IBRC).

Data sources used for this release include: U.S. Census Bureau (County Business Patterns, Foreign Trade Statistics, 2007 Economic Census, Population Estimates), U.S. Postal Service, National Retail Federation, USDA Economic Research Service, National Agriculture Statistics Service, Indiana Wine Grape Council, Travel Industry Association, American Automobile Club (AAA), and Bureau of Transportation Statistics, Deloitte LLP and Deloitte Services LP, Hoosier Ag Today, and National Confectioners Association.