



LMI Tuesdays!!!!!!

Session 16: Last Minute Gift Ideas and LMI

December 21, 2021

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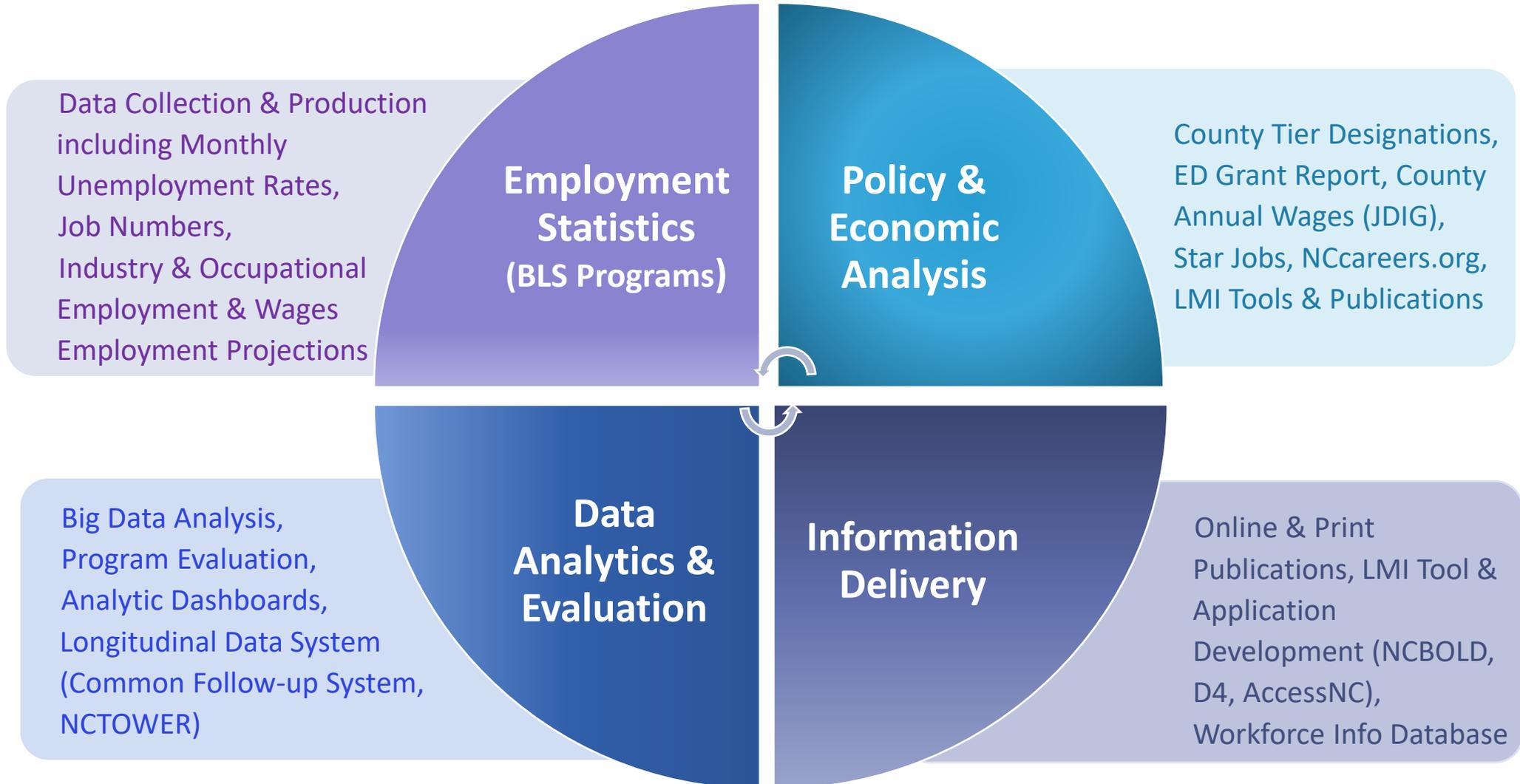
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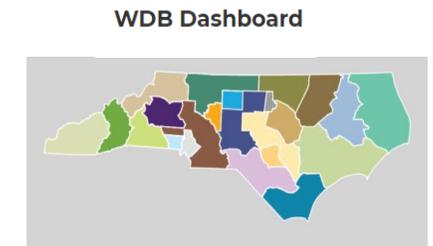
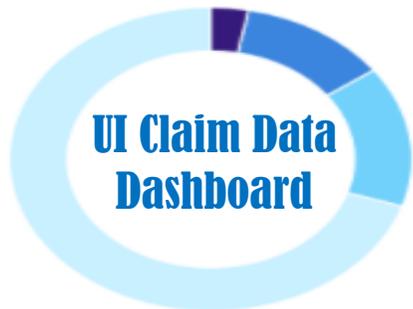
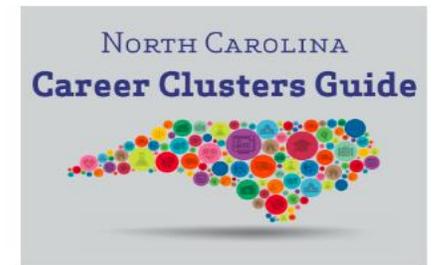


LEAD TEAMS





SAMPLE LIST OF PRODUCTS AND TOOLS



Agenda for Today's Session

Last Minute Holiday Ideas and LMI

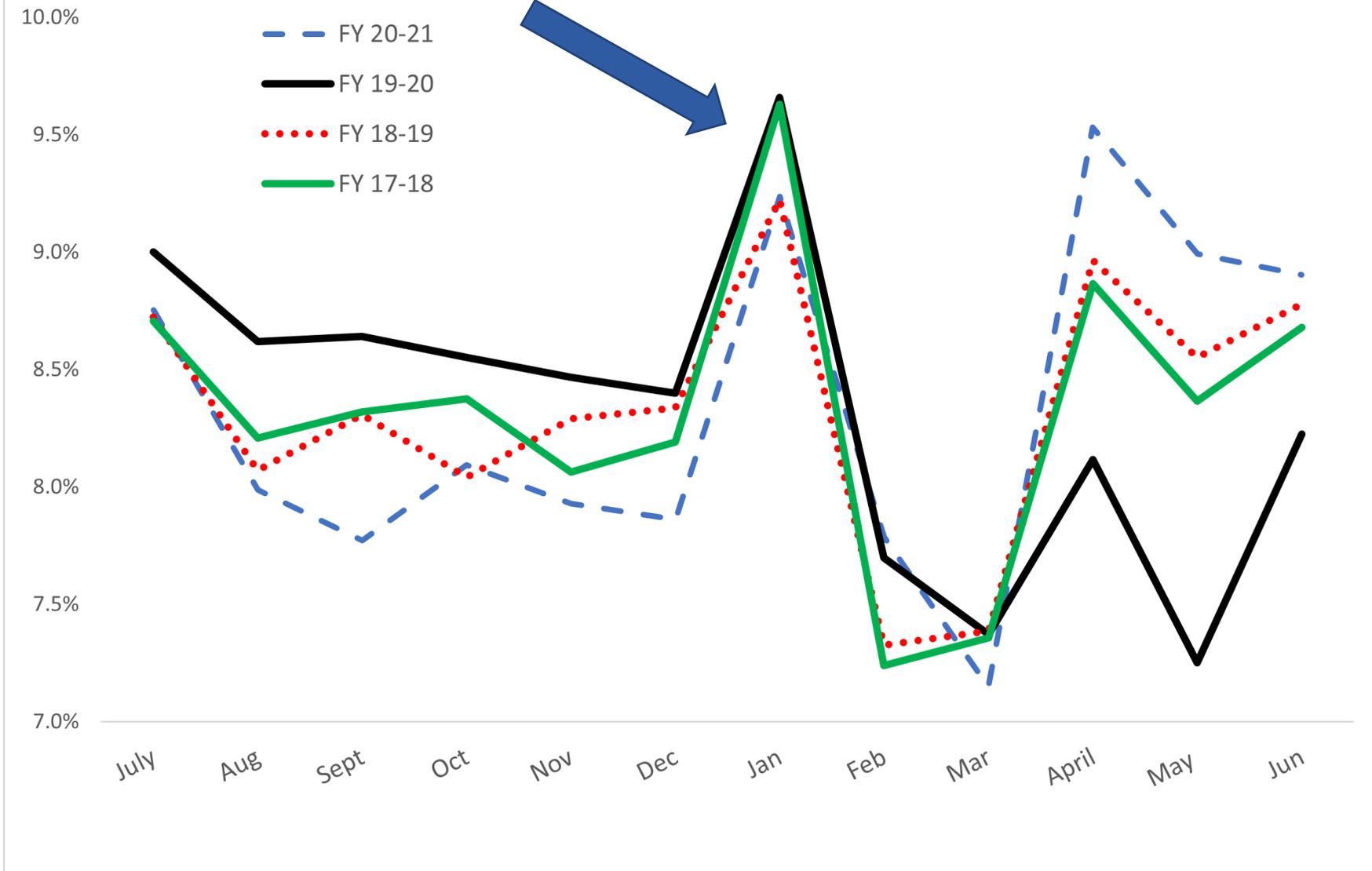
- Retail Sales
- Christmas Trees
- Holiday Commerce

How important are Holiday Retail Sales in NC?

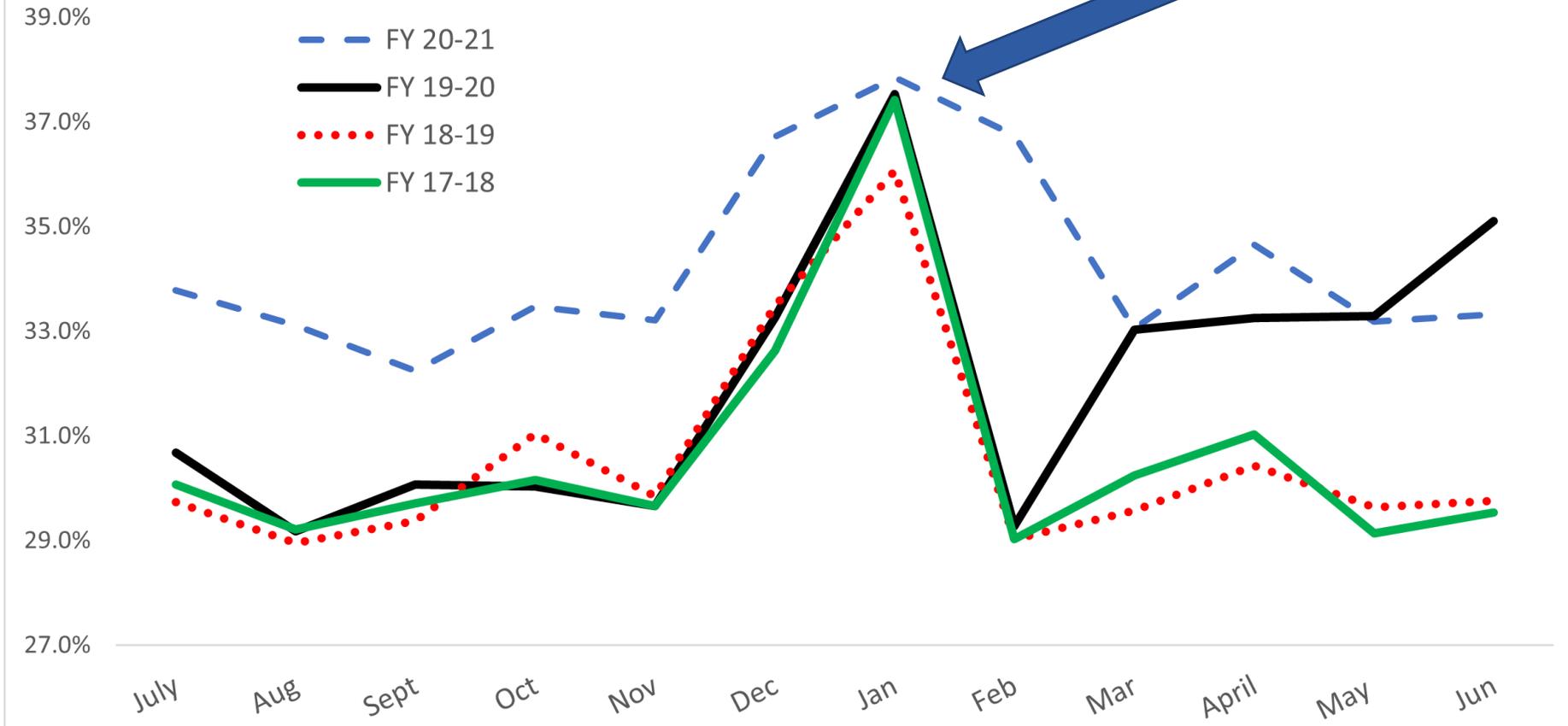
- Analysis of NC Dept. of Revenue Monthly Data
- Numbers lag
 - January numbers reflect December sales & revenues
- Focused on Apparel and General Merchandise to represent retail sales
- Categories included in General Merchandise data:
 - Farm Implement & Supply Stores
 - Industrial Machinery & Supply Dealers
 - Paint, wallpaper and glass stores
 - Road building equipment



Share of NC Annual Taxable Sales by Month



Contribution of Apparel and General Merchandise to NC Taxable Sales



Conclusion

- Holiday sales are significant
- Total Taxable Sales and Purchases are the highest in January
 - Typically, almost 10% of annual total
- Taxable Sales and Purchases for Apparel & General Merchandise in Jan are between 10 and 20% greater than the Annual Average
- COVID had an effect in FY 20-21
 - Peak in April 2021



Christmas Trees!

What is the NAICS for Christmas Trees?

114421
Christmas Tree Growing

Official website of the United States government

United States Census Bureau

North American Industry Classification System

- Main
- History
- Development Partners
- Federal Register Notices
- FAQs
- Reference Files
- NAPCS

NAICS Search

Enter keyword or 2-6 digit code

Christmas Trees!

D4: Use QCEW- search for 114421:

4 DEMAND DRIVEN DATA DELIVERY Data ▾ Other tools Resources ▾

Select Geography: [Reset All Geographies](#) [Select All Geographies](#)
 North Carolina
 County
 Council of Government (COG)
 Workforce Development Area (WDB)
 Metropolitan Statistical Area (2013 Def)
 Prosperity Zones

Quarterly Census of Employment and Wages (QCEW) ?

Data by Industry Industry by Size Groups

NAICS Level: Total (000000)
Supersector or Domain
Sector (2 digit)
Subsector (3 digit)
Industry Group (4 digit)
Industry (5 digit)
Industry (6 digit)

Industry: 111339 - Other Noncitrus Fruit Farming
111411 - Mushroom Production
111419 - Other Food Crops Grown Under Cover
111421 - Nursery and Tree Production
111422 - Floriculture Production
111910 - Tobacco Farming
111920 - Cotton Farming

Ownership: Aggregate of all types
Private
Local Government
State Government
Federal Government

Year: 2021
2020
2019
2018
2017

Period: Annual
Quarter 1
Quarter 2
Quarter 3
Quarter 4

Data: Establishments
Average Employment
Month 1 Employment
Month 2 Employment
Month 3 Employment
Total Wages
Average Weekly Wage

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Ashe County leader- but also keep in mind that much of agriculture is not covered by Unemployment Insurance

Other Holiday Treats

A little late for shipping, but for next year:

What employment trends do we see in Electronic Shopping and Mail-Order Houses? (NAICS 4541)

D4: Use QCEW:

W: Employment for Industry 4541

T: Past few years

P: State

Electronic Shopping and Mail-Order Houses (NAICS 4541)

Trends found statewide:

- Both # of establishments and employment have increased

Year	Quarter	Area Name	Ownership	NAICS Code	Industry	Establishments	Average Employment	Month 1 Employment	Month 2 Employment	Month 3 Employment	Total Wages
2017	02	North Carolina	Aggregate of all types	4541	Electronic Shopping and Mail-Order Houses	918	8,187	7,796	8,149	8,617	\$88,469,290.00
2017	03	North Carolina	Aggregate of all types	4541	Electronic Shopping and Mail-Order Houses	945	8,521	8,755	8,504	8,305	\$86,529,844.00
2017	04	North Carolina	Aggregate of all types	4541	Electronic Shopping and Mail-Order Houses	962	8,651	8,366	8,865	8,722	\$95,906,277.00
2018	01	North Carolina	Aggregate of all types	4541	Electronic Shopping and Mail-Order Houses	997	7,361	7,355	7,335	7,394	\$85,648,954.00
2018	02	North Carolina	Aggregate of all types	4541	Electronic Shopping and Mail-Order Houses	998	7,636	7,368	7,572	7,968	\$89,973,140.00
2018	03	North Carolina	Aggregate of all types	4541	Electronic Shopping and Mail-Order Houses	985	7,961	8,102	7,990	7,792	\$82,887,508.00
2018	04	North Carolina	Aggregate of all types	4541	Electronic Shopping and Mail-Order Houses	1,000	7,694	7,725	7,702	7,654	\$93,325,529.00
2019	01	North Carolina	Aggregate of all types	4541	Electronic Shopping and Mail-Order Houses	1,032	7,089	7,162	7,096	7,009	\$79,759,433.00
2019	02	North Carolina	Aggregate of all types	4541	Electronic Shopping and Mail-Order Houses	1,055	7,274	6,911	7,169	7,741	\$80,675,737.00
2019	03	North Carolina	Aggregate of all types	4541	Electronic Shopping and Mail-Order Houses	1,074	7,781	7,988	7,866	7,488	\$83,707,042.00
2019	04	North Carolina	Aggregate of all types	4541	Electronic Shopping and Mail-Order Houses	1,090	7,555	7,521	7,614	7,530	\$90,988,846.00
2020	01	North Carolina	Aggregate of all types	4541	Electronic Shopping and Mail-Order Houses	1,151	7,329	7,123	7,230	7,633	\$73,050,594.00
2020	02	North Carolina	Aggregate of all types	4541	Electronic Shopping and Mail-Order Houses	1,168	8,193	7,307	8,391	8,882	\$83,644,189.00
2020	03	North Carolina	Aggregate of all types	4541	Electronic Shopping and Mail-Order Houses	1,200	9,687	9,158	9,916	9,988	\$91,927,621.00
2020	04	North Carolina	Aggregate of all types	4541	Electronic Shopping and Mail-Order Houses	1,243	10,569	10,083	10,552	11,072	\$120,918,838.00
2021	01	North Carolina	Aggregate of all types	4541	Electronic Shopping and Mail-Order Houses	1,282	10,820	11,095	10,788	10,578	\$110,142,259.00
2021	02	North Carolina	Aggregate of all types	4541	Electronic Shopping and Mail-Order Houses	1,363	11,160	10,822	11,061	11,598	\$122,661,563.00

Other Holiday (and culinary) Treats

- [Dewey's Bakery](#)
- [Southern Supreme Fruitcake](#)
- [Aunt Ruby's Peanuts](#)
- [Mama Dip's Kitchen](#)
-?

Topic for January 4

Session 2022-1: Setting up 2022

We will guide a discussion on topics to consider and cover for LMI Tuesdays in 2022.





NC DEPARTMENT
of COMMERCE
LABOR & ECONOMIC
ANALYSIS

Thank You!

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