

CALIFORNIA

	1997	1998	1999
Number of Retail Establishments	158,240	158,943	n.a.
Retail Sales (Millions)	\$275,289	\$290,937	n.a.
Food Stores	47,303	48,624	n.a.
Eating & Drinking Establishments	26,278	27,964	n.a.
General Merchandise Stores	34,185	35,967	n.a.
Apparel & Accessory Stores	14,017	14,718	n.a.
Furniture & Home Furnishing Stores	18,365	19,726	n.a.
Auto Dealers & Service Stations	80,408	85,614	n.a.
Building Materials & Garden Supplies	16,541	17,930	n.a.
Miscellaneous Retail Stores	38,192	40,394	n.a.
 Contributions to Local Economy			
Total Retail Employment (Thousands)	2,275	2,321	2,380
Eating & Drinking Establishments	853	872	889
Other	1,422	1,449	1,491
Share of Total Non-Agricultural Employment	17.3%	17.1%	17.0%
Retail Compensation (Millions)	\$37,790.9	\$38,433.3	\$39,086.6
Sales Tax* Revenues Collected (Millions)	\$25,222.1	\$26,511.6	n.a.
 Demographics			
Population (Thousands)	32,672	33,198	33,868
Total Non-Ag. Employment (Thousands)	13,130	13,584	13,972
Unemployment Rate	6.3%	5.9%	5.2%
 Total Number of Households-1999 (Thousands)		11,555.2	
Households by Income-1999 (Thousands)			Percent of Total
Under \$15,000		2,069.5	17.9%
\$15,000-\$24,999		1,777.5	15.4
\$25,000-\$49,999		3,710.7	32.1
\$50,000-\$74,999		2,274.5	19.7
\$75,000-\$99,999		967.3	8.4
\$100,000-\$149,999		461.0	4.0
\$150,000 and over		294.7	2.6

n.a. = 1999 data not available

* = General sales, alcoholic beverage, motor fuel, tobacco, and other selective sales taxes

Sources: Market Statistics, *Demographics U.S.A., County Edition, 1999*, Bill Communications Inc., New York, 1999 (and previous editions); U.S. Department of Commerce, Bureau of the Census; U.S. Department of Labor, Bureau of Labor Statistics.