# California's 2Q 2024 Retail Sales
# Statewide and Regional Data

## State of California – HdL Database

| Region | 2nd Quarter 2024 | 2nd Quarter 2023 | % Change |
|---|---|---|---|
| **Bay Area** | | | |
| Autos and Transportation | 67,710,181 | 72,246,019 | -6.3% |
| Building and Construction | 38,465,258 | 41,118,031 | -6.5% |
| Business and Industry | 90,443,840 | 91,821,648 | -1.5% |
| Food and Drugs | 21,672,286 | 22,355,165 | -3.1% |
| Fuel and Service Stations | 31,550,231 | 31,013,501 | 1.7% |
| General Consumer Goods | 69,676,564 | 71,342,803 | -2.3% |
| Restaurants and Hotels | 68,046,305 | 67,436,225 | 0.9% |
| Transfers & Unidentified | 811,838 | 554,444 | 46.4% |
| County & State Pools | 94,460,171 | 93,002,599 | 1.6% |
| **Total** | **482,836,675** | **490,890,434** | **-1.6%** |
| **Central Coast** | | | |
| Autos and Transportation | 11,382,280 | 11,805,475 | -3.6% |
| Building and Construction | 7,333,080 | 7,663,072 | -4.3% |
| Business and Industry | 9,546,393 | 9,500,652 | 0.5% |
| Food and Drugs | 5,086,672 | 5,238,121 | -2.9% |
| Fuel and Service Stations | 8,689,786 | 8,328,182 | 4.3% |
| General Consumer Goods | 12,094,922 | 12,269,576 | -1.4% |
| Restaurants and Hotels | 13,434,872 | 13,352,022 | 0.6% |
| Transfers & Unidentified | 120,354 | 94,909 | 26.8% |
| County & State Pools | 14,360,213 | 13,395,201 | 7.2% |
| **Total** | **82,048,573** | **81,647,210** | **0.5%** |
| **Sacramento** | | | |
| Autos and Transportation | 27,537,642 | 28,350,251 | -2.9% |
| Building and Construction | 15,831,646 | 16,417,919 | -3.6% |
| Business and Industry | 26,950,651 | 26,826,644 | 0.5% |
| Food and Drugs | 6,725,786 | 6,837,446 | -1.6% |
| Fuel and Service Stations | 14,288,076 | 14,419,952 | -0.9% |
| General Consumer Goods | 23,241,810 | 23,526,425 | -1.2% |
| Restaurants and Hotels | 16,906,477 | 16,712,206 | 1.2% |
| Transfers & Unidentified | 226,730 | 158,820 | 42.8% |
| County & State Pools | 27,637,438 | 25,394,910 | 8.8% |
| **Total** | **159,346,256** | **158,644,574** | **0.4%** |

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|---|---|---|---|
| **San Joaquin Valley** | | | |
| Autos and Transportation | 32,519,462 | 34,614,672 | -6.1% |
| Building and Construction | 22,665,176 | 23,398,161 | -3.1% |
| Business and Industry | 72,438,204 | 69,847,086 | 3.7% |
| Food and Drugs | 9,879,496 | 10,044,814 | -1.6% |
| Fuel and Service Stations | 31,076,236 | 30,856,471 | 0.7% |
| General Consumer Goods | 33,002,692 | 33,568,684 | -1.7% |
| Restaurants and Hotels | 22,243,840 | 21,909,910 | 1.5% |
| Transfers & Unidentified | 440,692 | 351,873 | 25.2% |
| County & State Pools | 39,457,742 | 39,539,836 | -0.2% |
| **Total** | **263,723,539** | **264,131,507** | **-0.2%** |
| **Southern California** | | | |
| Autos and Transportation | 201,031,426 | 215,384,489 | -6.7% |
| Building and Construction | 101,650,336 | 102,051,347 | -0.4% |
| Business and Industry | 193,943,327 | 190,403,127 | 1.9% |
| Food and Drugs | 58,950,118 | 59,898,262 | -1.6% |
| Fuel and Service Stations | 102,584,864 | 101,040,409 | 1.5% |
| General Consumer Goods | 213,742,652 | 219,273,729 | -2.5% |
| Restaurants and Hotels | 180,989,207 | 179,979,467 | 0.6% |
| Transfers & Unidentified | 2,077,823 | 1,412,342 | 47.1% |
| County & State Pools | 217,898,997 | 208,986,105 | 4.3% |
| **Total** | **1,272,868,751** | **1,278,429,277** | **-0.4%** |
| **Statewide – All Data** | | | |
| Autos and Transportation | 346,287,208 | 369,040,274 | -6.2% |
| Building and Construction | 193,039,219 | 198,082,164 | -2.5% |
| Business and Industry | 398,981,248 | 394,308,954 | 1.2% |
| Food and Drugs | 105,959,394 | 108,222,370 | -2.1% |
| Fuel and Service Stations | 195,518,697 | 193,154,763 | 1.2% |
| General Consumer Goods | 359,046,310 | 367,790,059 | -2.4% |
| Restaurants and Hotels | 307,659,120 | 305,551,245 | 0.7% |
| Transfers & Unidentified | 3,847,462 | 2,651,507 | 45.1% |
| County & State Pools | 405,464,768 | 391,332,229 | 3.6% |
| **Total** | **2,315,803,426** | **2,330,133,566** | **-0.6%** |