

Population increases in California are no longer the major contributing factor to the State's economy. Nevertheless, the population continues to grow strongly. 1980 Census figures revealed the State had a population of 23,939,000, whilst preliminary figures indicate that California leads the nation in population growth for 1981. The State accounted for half a million new residents in that year, representing a 2.2% increase over the period. The State continues to attract immigrants from other parts of the U.S. and from other countries in search of the wide range of employment possibilities and the attractive California life-style.

As previously stated, California has experienced recent patterns of recession, albeit minor compared to the national level. The State's long-term economic outlook and the future for vigorous plant and equipment spending depends on a balanced economic expansion. California's future growth will depend on the industries that form the basis for this expansion and on the industries that draw income from outside the region. These industries, which include aerospace, electronics, and agriculture, are expected to advance above average growth over the next few years.

For the purpose of this study, we do not intend to dwell in detail on the overall nature of the California economy but will proceed to examine the importance of the spread and diversity of industry and agriculture in the State, to assist Canadian manufacturers to identify the best potential markets for their products