


TOTAL ECONOMIC IMPACT IN THE STATE OF CALIFORNIA

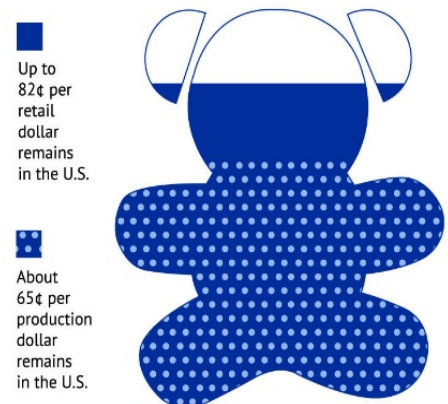
		CALIFORNIA	UNITED STATES
	Jobs <sup>1</sup> (FTE)	114,537	691,263
Wages <sup>2</sup>	\$7.6B	\$35.1B	
Taxes <sup>3</sup>	\$3.6B	\$14.9B	
Economic Impact <sup>4</sup>	\$22.4B	\$110.9B	

FAST FACTS

- **95.3%** of toy *manufacturers, wholesalers, and distributors* in the United States are **small businesses**. In the State of California **94.4%** are **small businesses**.
- An estimated **3 billion**, fun, safe and affordable toys are sold across the U.S. each year.
- Although the average retail price of a toy is \$10.00, the industry generates roughly **\$27 Billion<sup>5</sup>** annually in direct U.S. retail toy sales and **\$90 Billion** in global retail toy sales.

DOMESTIC VALUE OF TOYS

- **Up to 82¢ of every toy retail dollar remains in the U.S.**  
Just under 82% of U.S. retail dollars remain in the country as a result of U.S. domestic operations (e.g., production plus wholesale and retail).
- **About 65¢ of every toy production dollar remains in the U.S.**  
On average, about 65% of the more than \$18.4B that toy companies invest annually in production (e.g., salaries, benefits, and material costs) remain in the U.S.



<b>BREAKDOWN BY CATEGORY</b>	<b>Jobs (FTE)</b>	<b>Wages</b>	<b>Economic Impact</b>
<b>Direct</b> <i>Manufacturers, wholesalers, distributors and retailers of toys and similar children's products.</i>	<b>48,562</b>	<b>\$3.4B</b>	<b>\$8.9B</b>
<b>Indirect</b> <i>Suppliers of raw materials, components and services to "Direct" manufacturers, wholesalers, distributors and retailers.</i>	26,437	\$2.0B	\$6.5B
<b>Induced</b> <i>Local businesses that are supported by the re-spending of "Direct" and "Indirect" businesses (calculated using an input/output model of the United States)</i>	39,538	\$2.3B	\$7.1B
<b>Total</b>	<b>114,537</b>	<b>\$7.6B</b>	<b>\$22.4B</b>

<b>Additional Information</b>	<b>Edward Desmond</b> Executive Vice President, External Affairs <i>The Toy Association</i>	<b>Larisa Cespedes</b> Lang, Hansen, O'Malley & Miller In-state representation for the Toy Industry
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<sup>1</sup> Estimated Full Time Equivalent (FTE) jobs. In addition to direct employees of toy manufacturers, wholesalers and distributors, this figure also includes all retailers that sell toys as some component of its total product assortment. Toy-related retailer employment is calculated by multiplying total employees by the retailer's share of toy sales.

<sup>2</sup> Wage data includes all income paid to workers by employers (e.g., cash wages along with health and life insurance payments, retirement payments and other non-cash compensation).

<sup>3</sup> "Taxes" includes business and employment taxes but does not include sales taxes paid on toys at retail by consumers. State and Federal taxes have been combined.

<sup>4</sup> "Economic Impact" is the value of production by industry in a given geographic area.

<sup>5</sup> Source: The NPD Group, 2018.