

RETAIL'S IMPACT IN CALIFORNIA - 12

Retail is the nation's largest private sector employer driving the U.S. economy and creating jobs in communities around the country. Retail is everywhere — especially in California. Here is a quick look at retail in your district, visit NRF.com/retailsimpact for more information and to download the full report, The Economic Impact of the U.S. Retail Industry.



BY THE NUMBERS

15,858 - RETAIL ESTABLISHMENTS

4,523 - DIRECT LABOR INCOME
(\$MILLIONS)

105,321 - DIRECT RETAIL EMPLOYMENT

5,920 - DIRECT IMPACT ON GDP
(\$MILLIONS)

153,695 - TOTAL JOBS SUPPORTED

13,587 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-12

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	105,321	\$5,920
Administrative and waste management services	42,634	\$3,481
Agriculture, forestry, fishing, and related activities	241	\$23
Arts, entertainment, and recreation	25,060	\$1,336
Construction	17,661	\$1,875
Educational services	20,855	\$1,144
Finance and insurance	88,876	\$11,439
Health care and social assistance	44,646	\$3,517
Information	29,727	\$8,944
Management of companies and enterprises	17,004	\$3,413
Manufacturing	10,018	\$1,696
Mining	343	\$230
Other services, except public administration	40,258	\$1,766
Professional, scientific, and technical services	115,771	\$19,424
Real estate and rental and leasing	50,576	\$13,140
Transportation and warehousing	25,494	\$3,265
Utilities	5,062	\$1,834
Wholesale trade	14,455	\$2,772

LEARN MORE ABOUT RETAIL'S IMPACT AT NRF.COM/RETAILS-IMPACT

#thisisretail



NRF is the world's largest retail trade association, representing retailers from the United States and more than 45 countries.

PwC conducted this study based on 2012 data from the U.S. Census and other sources.