

# RETAIL'S IMPACT IN CALIFORNIA - 14

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](http://NRF.com/retailsimpact) for more information and to download the full report, The Economic Impact of the U.S. Retail Industry.



## BY THE NUMBERS

**8,790** - RETAIL ESTABLISHMENTS

**2,876** - DIRECT LABOR INCOME  
(\$MILLIONS)

**71,743** - DIRECT RETAIL EMPLOYMENT

**3,991** - DIRECT IMPACT ON GDP  
(\$MILLIONS)

**103,576** - TOTAL JOBS SUPPORTED

**9,390** - TOTAL IMPACT ON GDP  
(\$MILLIONS)

## DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-14

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	71,743	\$3,991
Administrative and waste management services	30,453	\$2,113
Agriculture, forestry, fishing, and related activities	830	\$106
Arts, entertainment, and recreation	9,494	\$468
Construction	19,818	\$1,991
Educational services	8,730	\$449
Finance and insurance	40,347	\$4,238
Health care and social assistance	35,845	\$3,019
Information	22,499	\$9,664
Management of companies and enterprises	4,000	\$739
Manufacturing	24,395	\$7,248
Mining	80	\$16
Other services, except public administration	32,557	\$1,367
Professional, scientific, and technical services	59,277	\$15,238
Real estate and rental and leasing	44,470	\$9,855
Transportation and warehousing	21,957	\$3,275
Utilities	537	\$283
Wholesale trade	14,696	\$2,815

LEARN MORE ABOUT RETAIL'S IMPACT AT [NRF.COM/RETAILS-IMPACT](http://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.