

RETAIL'S IMPACT IN CALIFORNIA - 15

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

6,186 - RETAIL ESTABLISHMENTS

1,746 - DIRECT LABOR INCOME
(\$MILLIONS)

48,808 - DIRECT RETAIL EMPLOYMENT

2,568 - DIRECT IMPACT ON GDP
(\$MILLIONS)

73,783 - TOTAL JOBS SUPPORTED

5,566 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-15

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	48,808	\$2,568
Administrative and waste management services	22,991	\$1,209
Agriculture, forestry, fishing, and related activities	657	\$48
Arts, entertainment, and recreation	5,431	\$193
Construction	19,499	\$1,724
Educational services	4,997	\$199
Finance and insurance	12,992	\$1,300
Health care and social assistance	29,840	\$2,294
Information	7,165	\$2,723
Management of companies and enterprises	11,354	\$1,890
Manufacturing	23,919	\$3,843
Mining	445	\$288
Other services, except public administration	18,301	\$614
Professional, scientific, and technical services	38,311	\$3,358
Real estate and rental and leasing	21,995	\$6,013
Transportation and warehousing	8,145	\$618
Utilities	406	\$159
Wholesale trade	21,896	\$3,682

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.