

# RETAIL'S IMPACT IN CALIFORNIA - 18

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

**9,673** - RETAIL ESTABLISHMENTS

**3,046** - DIRECT LABOR INCOME  
(\$MILLIONS)

**76,466** - DIRECT RETAIL EMPLOYMENT

**4,478** - DIRECT IMPACT ON GDP  
(\$MILLIONS)

**108,779** - TOTAL JOBS SUPPORTED

**9,654** - TOTAL IMPACT ON GDP  
(\$MILLIONS)

## DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-18

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	76,466	\$4,478
Administrative and waste management services	24,971	\$2,103
Agriculture, forestry, fishing, and related activities	2,079	\$155
Arts, entertainment, and recreation	6,639	\$304
Construction	17,232	\$1,531
Educational services	21,731	\$1,389
Finance and insurance	26,415	\$2,287
Health care and social assistance	49,358	\$4,350
Information	38,021	\$17,765
Management of companies and enterprises	2,297	\$372
Manufacturing	30,012	\$8,307
Mining	362	\$181
Other services, except public administration	25,485	\$964
Professional, scientific, and technical services	75,371	\$10,020
Real estate and rental and leasing	41,355	\$9,278
Transportation and warehousing	4,102	\$199
Utilities	980	\$676
Wholesale trade	10,682	\$2,228

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.