

RETAIL'S IMPACT IN CALIFORNIA - 2

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

11,611 - RETAIL ESTABLISHMENTS

2,348 - DIRECT LABOR INCOME
(\$MILLIONS)

70,863 - DIRECT RETAIL EMPLOYMENT

3,491 - DIRECT IMPACT ON GDP
(\$MILLIONS)

106,088 - TOTAL JOBS SUPPORTED

6,986 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-2

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	70,863	\$3,491
Administrative and waste management services	19,912	\$996
Agriculture, forestry, fishing, and related activities	10,457	\$1,000
Arts, entertainment, and recreation	13,803	\$446
Construction	24,250	\$1,516
Educational services	9,749	\$400
Finance and insurance	27,973	\$2,012
Health care and social assistance	43,074	\$2,958
Information	5,847	\$1,649
Management of companies and enterprises	3,794	\$559
Manufacturing	18,827	\$2,166
Mining	510	\$208
Other services, except public administration	31,278	\$1,000
Professional, scientific, and technical services	41,310	\$3,245
Real estate and rental and leasing	37,852	\$8,939
Transportation and warehousing	9,880	\$651
Utilities	1,367	\$472
Wholesale trade	10,657	\$1,598

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.