

# RETAIL'S IMPACT IN CALIFORNIA - 20

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

**7,950** - RETAIL ESTABLISHMENTS

**1,870** - DIRECT LABOR INCOME  
(\$MILLIONS)

**56,093** - DIRECT RETAIL EMPLOYMENT

**2,763** - DIRECT IMPACT ON GDP  
(\$MILLIONS)

**84,967** - TOTAL JOBS SUPPORTED

**5,416** - TOTAL IMPACT ON GDP  
(\$MILLIONS)

## DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-20

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	56,093	\$2,763
Administrative and waste management services	15,676	\$690
Agriculture, forestry, fishing, and related activities	52,027	\$3,607
Arts, entertainment, and recreation	11,872	\$454
Construction	14,182	\$1,000
Educational services	7,009	\$254
Finance and insurance	8,706	\$815
Health care and social assistance	30,658	\$1,915
Information	2,852	\$550
Management of companies and enterprises	3,069	\$474
Manufacturing	13,984	\$1,413
Mining	317	\$145
Other services, except public administration	22,180	\$732
Professional, scientific, and technical services	20,617	\$1,411
Real estate and rental and leasing	17,402	\$5,150
Transportation and warehousing	7,961	\$563
Utilities	906	\$418
Wholesale trade	10,514	\$1,720

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.