

RETAIL'S IMPACT IN CALIFORNIA - 24

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

11,079 - RETAIL ESTABLISHMENTS

2,332 - DIRECT LABOR INCOME
(\$MILLIONS)

78,143 - DIRECT RETAIL EMPLOYMENT

3,532 - DIRECT IMPACT ON GDP
(\$MILLIONS)

113,599 - TOTAL JOBS SUPPORTED

7,196 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-24

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	78,143	\$3,532
Administrative and waste management services	31,866	\$1,352
Agriculture, forestry, fishing, and related activities	23,661	\$1,856
Arts, entertainment, and recreation	10,013	\$386
Construction	22,276	\$1,516
Educational services	6,906	\$256
Finance and insurance	12,946	\$1,283
Health care and social assistance	44,294	\$2,642
Information	6,721	\$1,829
Management of companies and enterprises	2,594	\$329
Manufacturing	21,890	\$3,704
Mining	4,123	\$2,143
Other services, except public administration	29,355	\$1,054
Professional, scientific, and technical services	34,910	\$2,440
Real estate and rental and leasing	33,217	\$7,801
Transportation and warehousing	7,951	\$551
Utilities	2,658	\$1,418
Wholesale trade	10,183	\$1,521

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.