

RETAIL'S IMPACT IN CALIFORNIA - 27

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

9,553 - RETAIL ESTABLISHMENTS

2,202 - DIRECT LABOR INCOME
(\$MILLIONS)

66,729 - DIRECT RETAIL EMPLOYMENT

3,267 - DIRECT IMPACT ON GDP
(\$MILLIONS)

98,672 - TOTAL JOBS SUPPORTED

6,734 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-27

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	66,729	\$3,267
Administrative and waste management services	20,108	\$950
Agriculture, forestry, fishing, and related activities	697	\$52
Arts, entertainment, and recreation	15,080	\$569
Construction	12,248	\$817
Educational services	26,363	\$1,420
Finance and insurance	34,792	\$3,723
Health care and social assistance	53,967	\$3,213
Information	7,333	\$2,521
Management of companies and enterprises	4,361	\$561
Manufacturing	11,238	\$1,180
Mining	132	\$87
Other services, except public administration	27,052	\$818
Professional, scientific, and technical services	37,414	\$3,632
Real estate and rental and leasing	19,797	\$5,447
Transportation and warehousing	3,899	\$242
Utilities	1,715	\$884
Wholesale trade	9,769	\$1,489

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.