

# RETAIL'S IMPACT IN CALIFORNIA - 28

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

**11,100** - RETAIL ESTABLISHMENTS

**2,699** - DIRECT LABOR INCOME  
(\$MILLIONS)

**82,544** - DIRECT RETAIL EMPLOYMENT

**4,001** - DIRECT IMPACT ON GDP  
(\$MILLIONS)

**119,785** - TOTAL JOBS SUPPORTED

**8,829** - TOTAL IMPACT ON GDP  
(\$MILLIONS)

## DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-28

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	82,544	\$4,001
Administrative and waste management services	32,746	\$1,531
Agriculture, forestry, fishing, and related activities	503	\$39
Arts, entertainment, and recreation	24,050	\$1,992
Construction	15,750	\$1,063
Educational services	12,240	\$600
Finance and insurance	17,879	\$1,734
Health care and social assistance	58,352	\$3,654
Information	52,347	\$14,879
Management of companies and enterprises	7,805	\$1,008
Manufacturing	19,596	\$2,004
Mining	573	\$358
Other services, except public administration	36,441	\$1,229
Professional, scientific, and technical services	61,330	\$6,388
Real estate and rental and leasing	28,356	\$14,490
Transportation and warehousing	7,250	\$503
Utilities	379	\$143
Wholesale trade	10,451	\$1,599

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.