

RETAIL'S IMPACT IN CALIFORNIA - 29

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

5,107 - RETAIL ESTABLISHMENTS

1,308 - DIRECT LABOR INCOME
(\$MILLIONS)

36,074 - DIRECT RETAIL EMPLOYMENT

1,911 - DIRECT IMPACT ON GDP
(\$MILLIONS)

54,478 - TOTAL JOBS SUPPORTED

4,027 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-29

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	36,074	\$1,911
Administrative and waste management services	14,938	\$671
Agriculture, forestry, fishing, and related activities	248	\$21
Arts, entertainment, and recreation	4,452	\$449
Construction	13,385	\$903
Educational services	6,768	\$335
Finance and insurance	5,171	\$564
Health care and social assistance	35,893	\$2,336
Information	10,758	\$3,221
Management of companies and enterprises	2,108	\$272
Manufacturing	24,860	\$2,936
Mining	300	\$174
Other services, except public administration	19,281	\$491
Professional, scientific, and technical services	24,762	\$2,379
Real estate and rental and leasing	10,979	\$4,603
Transportation and warehousing	8,239	\$613
Utilities	248	\$93
Wholesale trade	12,105	\$1,852

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#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.