

## RETAIL'S IMPACT IN CALIFORNIA - 30

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

**10,730** - RETAIL ESTABLISHMENTS

**2,644** - DIRECT LABOR INCOME  
(\$MILLIONS)

**77,685** - DIRECT RETAIL EMPLOYMENT

**3,963** - DIRECT IMPACT ON GDP  
(\$MILLIONS)

**113,411** - TOTAL JOBS SUPPORTED

**8,420** - TOTAL IMPACT ON GDP  
(\$MILLIONS)

### DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-30

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	77,685	\$3,963
Administrative and waste management services	32,681	\$1,556
Agriculture, forestry, fishing, and related activities	403	\$30
Arts, entertainment, and recreation	29,250	\$2,842
Construction	15,279	\$1,030
Educational services	10,559	\$516
Finance and insurance	45,167	\$3,941
Health care and social assistance	55,443	\$3,372
Information	40,743	\$11,438
Management of companies and enterprises	4,089	\$528
Manufacturing	19,389	\$2,907
Mining	522	\$346
Other services, except public administration	33,248	\$1,112
Professional, scientific, and technical services	43,713	\$4,817
Real estate and rental and leasing	32,155	\$9,341
Transportation and warehousing	4,971	\$412
Utilities	513	\$190
Wholesale trade	12,161	\$1,861

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.