

RETAIL'S IMPACT IN CALIFORNIA - 31

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

4,821 - RETAIL ESTABLISHMENTS

1,270 - DIRECT LABOR INCOME
(\$MILLIONS)

45,628 - DIRECT RETAIL EMPLOYMENT

2,023 - DIRECT IMPACT ON GDP
(\$MILLIONS)

69,505 - TOTAL JOBS SUPPORTED

4,145 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-31

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	45,628	\$2,023
Administrative and waste management services	29,819	\$999
Agriculture, forestry, fishing, and related activities	774	\$84
Arts, entertainment, and recreation	3,136	\$104
Construction	13,336	\$801
Educational services	7,921	\$315
Finance and insurance	12,493	\$1,036
Health care and social assistance	38,269	\$2,076
Information	1,588	\$439
Management of companies and enterprises	3,267	\$333
Manufacturing	16,625	\$1,810
Mining	33	\$10
Other services, except public administration	15,016	\$520
Professional, scientific, and technical services	15,652	\$1,152
Real estate and rental and leasing	13,805	\$3,641
Transportation and warehousing	11,662	\$792
Utilities	1,381	\$635
Wholesale trade	9,262	\$1,290

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.