

RETAIL'S IMPACT IN CALIFORNIA - 32

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

8,674 - RETAIL ESTABLISHMENTS

2,092 - DIRECT LABOR INCOME
(\$MILLIONS)

59,943 - DIRECT RETAIL EMPLOYMENT

3,221 - DIRECT IMPACT ON GDP
(\$MILLIONS)

89,832 - TOTAL JOBS SUPPORTED

6,455 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-32

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	59,943	\$3,221
Administrative and waste management services	29,674	\$1,421
Agriculture, forestry, fishing, and related activities	372	\$27
Arts, entertainment, and recreation	3,835	\$149
Construction	18,318	\$1,234
Educational services	9,770	\$503
Finance and insurance	12,394	\$1,499
Health care and social assistance	40,652	\$2,360
Information	3,735	\$1,290
Management of companies and enterprises	2,257	\$291
Manufacturing	44,099	\$5,352
Mining	384	\$149
Other services, except public administration	26,875	\$788
Professional, scientific, and technical services	17,592	\$1,641
Real estate and rental and leasing	12,432	\$4,401
Transportation and warehousing	12,906	\$871
Utilities	2,014	\$1,003
Wholesale trade	25,634	\$3,923

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.