

RETAIL'S IMPACT IN CALIFORNIA - 33

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

14,772 - RETAIL ESTABLISHMENTS

3,515 - DIRECT LABOR INCOME
(\$MILLIONS)

108,600 - DIRECT RETAIL EMPLOYMENT

5,315 - DIRECT IMPACT ON GDP
(\$MILLIONS)

156,436 - TOTAL JOBS SUPPORTED

11,420 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-33

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	108,600	\$5,315
Administrative and waste management services	37,498	\$1,818
Agriculture, forestry, fishing, and related activities	973	\$74
Arts, entertainment, and recreation	42,149	\$3,498
Construction	14,946	\$1,010
Educational services	19,177	\$921
Finance and insurance	48,794	\$4,059
Health care and social assistance	60,824	\$3,945
Information	43,221	\$12,491
Management of companies and enterprises	8,270	\$1,068
Manufacturing	28,076	\$8,730
Mining	1,191	\$705
Other services, except public administration	44,319	\$1,576
Professional, scientific, and technical services	106,458	\$10,868
Real estate and rental and leasing	55,570	\$11,713
Transportation and warehousing	6,638	\$573
Utilities	856	\$341
Wholesale trade	17,925	\$2,743

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.