

RETAIL'S IMPACT IN CALIFORNIA - 36

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

6,621 - RETAIL ESTABLISHMENTS

1,653 - DIRECT LABOR INCOME
(\$MILLIONS)

56,492 - DIRECT RETAIL EMPLOYMENT

2,546 - DIRECT IMPACT ON GDP
(\$MILLIONS)

76,927 - TOTAL JOBS SUPPORTED

4,403 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-36

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	56,492	\$2,546
Administrative and waste management services	15,710	\$613
Agriculture, forestry, fishing, and related activities	6,703	\$407
Arts, entertainment, and recreation	13,391	\$465
Construction	13,858	\$809
Educational services	3,494	\$124
Finance and insurance	6,957	\$546
Health care and social assistance	23,948	\$1,341
Information	2,803	\$679
Management of companies and enterprises	527	\$54
Manufacturing	4,645	\$475
Mining	1,373	\$747
Other services, except public administration	20,818	\$618
Professional, scientific, and technical services	11,567	\$639
Real estate and rental and leasing	30,661	\$6,897
Transportation and warehousing	3,131	\$224
Utilities	883	\$379
Wholesale trade	3,587	\$477

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.