

RETAIL'S IMPACT IN CALIFORNIA - 39

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

8,719 - RETAIL ESTABLISHMENTS

2,290 - DIRECT LABOR INCOME
(\$MILLIONS)

68,083 - DIRECT RETAIL EMPLOYMENT

3,444 - DIRECT IMPACT ON GDP
(\$MILLIONS)

99,368 - TOTAL JOBS SUPPORTED

6,873 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-39

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	68,083	\$3,444
Administrative and waste management services	34,679	\$1,619
Agriculture, forestry, fishing, and related activities	859	\$98
Arts, entertainment, and recreation	16,720	\$654
Construction	22,031	\$1,839
Educational services	6,608	\$268
Finance and insurance	22,190	\$2,586
Health care and social assistance	23,493	\$1,430
Information	2,882	\$824
Management of companies and enterprises	5,603	\$727
Manufacturing	38,403	\$4,616
Mining	163	\$72
Other services, except public administration	24,261	\$980
Professional, scientific, and technical services	22,027	\$1,867
Real estate and rental and leasing	14,221	\$4,732
Transportation and warehousing	13,699	\$1,051
Utilities	837	\$353
Wholesale trade	28,737	\$4,772

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.