

# RETAIL'S IMPACT IN CALIFORNIA - 40

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](http://NRF.com/retailsimpact) for more information and to download the full report, The Economic Impact of the U.S. Retail Industry.



## BY THE NUMBERS

**5,301** - RETAIL ESTABLISHMENTS

**1,172** - DIRECT LABOR INCOME  
(\$MILLIONS)

**34,789** - DIRECT RETAIL EMPLOYMENT

**1,822** - DIRECT IMPACT ON GDP  
(\$MILLIONS)

**54,174** - TOTAL JOBS SUPPORTED

**3,758** - TOTAL IMPACT ON GDP  
(\$MILLIONS)

## DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-40

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	34,789	\$1,822
Administrative and waste management services	21,969	\$936
Agriculture, forestry, fishing, and related activities	273	\$16
Arts, entertainment, and recreation	10,179	\$402
Construction	8,722	\$592
Educational services	2,583	\$134
Finance and insurance	4,478	\$548
Health care and social assistance	25,701	\$1,661
Information	1,461	\$398
Management of companies and enterprises	4,603	\$594
Manufacturing	43,144	\$3,883
Mining	1	\$0
Other services, except public administration	21,253	\$592
Professional, scientific, and technical services	5,231	\$522
Real estate and rental and leasing	9,903	\$3,443
Transportation and warehousing	12,643	\$942
Utilities	346	\$122
Wholesale trade	29,761	\$4,554

LEARN MORE ABOUT RETAIL'S IMPACT AT [NRF.COM/RETAILS-IMPACT](http://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.