

# RETAIL'S IMPACT IN CALIFORNIA - 44

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

**3,795** - RETAIL ESTABLISHMENTS

**1,037** - DIRECT LABOR INCOME  
(\$MILLIONS)

**30,128** - DIRECT RETAIL EMPLOYMENT

**1,660** - DIRECT IMPACT ON GDP  
(\$MILLIONS)

**44,737** - TOTAL JOBS SUPPORTED

**3,566** - TOTAL IMPACT ON GDP  
(\$MILLIONS)

## DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-44

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	30,128	\$1,660
Administrative and waste management services	20,030	\$904
Agriculture, forestry, fishing, and related activities	279	\$22
Arts, entertainment, and recreation	2,350	\$70
Construction	9,557	\$648
Educational services	2,129	\$98
Finance and insurance	2,464	\$317
Health care and social assistance	14,595	\$882
Information	1,542	\$594
Management of companies and enterprises	2,236	\$289
Manufacturing	35,632	\$8,850
Mining	170	\$102
Other services, except public administration	19,524	\$515
Professional, scientific, and technical services	5,854	\$565
Real estate and rental and leasing	6,821	\$2,964
Transportation and warehousing	19,397	\$1,463
Utilities	822	\$348
Wholesale trade	17,745	\$2,715

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.