

RETAIL'S IMPACT IN CALIFORNIA - 50

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

6,448 - RETAIL ESTABLISHMENTS

1,470 - DIRECT LABOR INCOME
(\$MILLIONS)

48,025 - DIRECT RETAIL EMPLOYMENT

2,292 - DIRECT IMPACT ON GDP
(\$MILLIONS)

64,663 - TOTAL JOBS SUPPORTED

3,948 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN CA-50

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	48,025	\$2,292
Administrative and waste management services	14,779	\$694
Agriculture, forestry, fishing, and related activities	6,768	\$738
Arts, entertainment, and recreation	10,577	\$410
Construction	21,489	\$1,583
Educational services	4,397	\$197
Finance and insurance	8,534	\$776
Health care and social assistance	21,354	\$1,189
Information	2,068	\$388
Management of companies and enterprises	427	\$63
Manufacturing	16,365	\$1,967
Mining	87	\$26
Other services, except public administration	18,724	\$581
Professional, scientific, and technical services	13,347	\$987
Real estate and rental and leasing	15,031	\$4,338
Transportation and warehousing	3,918	\$259
Utilities	573	\$247
Wholesale trade	7,406	\$1,165

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#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.