

# The ECONOMIC IMPACT of the U.S. RETAIL INDUSTRY

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NRF is the world's largest retail trade association, representing discount and department stores, home goods and specialty stores, Main Street merchants, grocers, wholesalers, chain restaurants and Internet retailers from the United States and more than 45 countries. Retail is the nation's largest private sector employer, supporting one in four U.S. jobs – 42 million working Americans. Contributing \$2.6 trillion to annual GDP, retail is a daily barometer for the nation's economy. NRF's *This is Retail* campaign highlights the industry's opportunities for life-long careers, how retailers strengthen communities, and the critical role that retail plays in driving innovation.

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# RETAIL'S IMPACT

On behalf of the National Retail Federation and American Express, we are pleased to share with you this new report demonstrating retail's enormous impact on the U.S. economy.

The report, by PricewaterhouseCoopers LLP, proves that retail powers the American economy. According to the study, retail is the largest private employer in the United States. Retail directly and indirectly supports 42 million jobs, provides \$1.6 trillion in labor income and contributes \$2.6 trillion annually to U.S. GDP.

This report also makes clear that retail is American small business. An overwhelming majority of retail businesses – 99% – employ fewer than 50 people. In fact, these retailers provide 40 percent—or 11.5 million—of the 29 million jobs in retail.

Working together, retail will continue to power our economy and provide opportunities for millions of Americans seeking rewarding careers.

Sincerely,



**Matthew R. Shay**  
President & CEO  
National Retail Federation



**Gunther Bright**  
EVP, Merchant Services – U.S.  
American Express



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# ***THE ECONOMIC IMPACT OF THE US RETAIL INDUSTRY***

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Prepared for

**National Retail Federation**



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## *Table of Contents*

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Executive Summary	E-1
I. Introduction	2
Ii. Industry Definition	5
Iii. National Results	9
Iv. State Results	22
V. Congressional District Results	38
<hr/>	
Appendices	
A. Detailed State-By-State Operational Impact Results	A-1
B. Detail on Retail Firms, Employment, and Labor Income by Firm Size	B-1
C. Detailed Occupation Data for the US Retail Industry	C-1
D. Data Sources and Methodology	D-1

## Executive Summary

The National Retail Federation engaged PwC to quantify the impact of the retail industry on the US economy.<sup>1</sup> In evaluating the US retail industry’s economic impact, this report considers three separate channels—the direct, indirect, and induced impacts—that in aggregate provide a measure of the total economic impact of the US retail industry:

- **Direct impact** is measured as the jobs, labor income, and gross domestic product (“GDP”) *within* the US retail industry.
- **Indirect impact** is measured as the jobs, labor income, and GDP occurring in other industries due to the US retail industry’s purchases of intermediate inputs (other than merchandise intended for resale) and capital goods.
- **Induced impact** is measured as the jobs, labor income, and GDP resulting from *household spending* of income earned either directly or indirectly from the US retail industry’s economic activities.

This report finds that in 2012, there were nearly 3.8 million retail establishments (including food services and drinking places) across the country, counting both those with paid employees and nonemployers (which primarily consist of self-employed individuals operating small unincorporated businesses) (see **Table E-1**). These businesses accounted for 12.0 percent of all business establishments in the country in 2012. The retail industry directly provided 29 million jobs for American workers (accounting for 16.1 percent of the national total), making it the largest private-sector employer in the country, surpassing all other industries at the 2-digit *North America Industry Classification System* (NAICS) code level (see **Table E-2**). The industry also directly paid out \$822.5 billion in wages and salaries and fringe benefits and proprietors’ income (8.4 percent of the national total), and generated \$1.2 trillion in GDP (7.7 percent of the national total), making it the third largest GDP contributor among all 2-digit NAICS private industries.<sup>2</sup>

**Table E-1. The US Retail Industry’s Direct National Impact, 2012**

Item	Direct National Impact	Percent of US Economy
Establishments <sup>(1)</sup>	3,793,622	12.0%
Employment (Jobs) <sup>(2)</sup>	29 million	16.1%
Labor Income <sup>(3)</sup>	\$822.5 billion	8.4%
GDP	\$1.2 trillion	7.7%

Source: PwC calculations using data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors’ income.

<sup>1</sup> For the study, the US retail industry is defined to include Retail Trade and Food Services and Drinking Places.

<sup>2</sup> It should be noted that all impacts are reported in gross terms, which means that they do not take into account what would have occurred in the absence of the retail industry.

**Table E-2. Direct Employment by 2-Digit NAICS Industry, 2012**

<b>Industry Description</b>	<b>Employment (Jobs)</b>
<b>Retail trade (including food services and drinking places)</b>	<b>28,984,100</b>
Health care and social assistance	19,855,000
Manufacturing	12,596,500
Professional, scientific, and technical services	12,244,700
Administrative and waste management services	11,087,500
Other services, except public administration	10,544,200
Finance and insurance	9,985,200
Construction	8,830,900
Real estate and rental and leasing	8,243,200
Wholesale trade	6,300,100
Transportation and warehousing	5,838,400
Educational services	4,196,400
Arts, entertainment, and recreation	3,997,600
Agriculture, forestry, fishing, and related activities	3,480,700
Information	3,257,900
Management of companies and enterprises	2,166,800
Mining	1,328,700
Utilities	575,200

Source: US Bureau of Economic Analysis.

## Total National Impact

Counting the direct, indirect, and induced impacts, the US retail industry's total employment impact on the national economy in 2012 amounted to 42 million full-time and part-time jobs, accounting for 23.4 percent of total national employment (see **Table E-3**). The industry's total labor income was estimated to be \$1.58 trillion or 16.1 percent of national labor income in 2012. The industry's total GDP impact was \$2.59 trillion, accounting for 16.0 percent of US GDP in 2012.

**Table E-3. Total Impact of the Retail Industry on the US Economy, 2012**

Item	Total National Impact	Percent of US Economy
Employment (Jobs) <sup>(1)</sup>	42 million	23.4%
Labor Income <sup>(2)</sup>	\$1.58 trillion	16.1%
GDP	\$2.59 trillion	16.0%

Source: PwC calculations using the IMPLAN modeling system (2012 database) for the retail industry, including food services and drinking places.

- (1) Employment is defined as the number of direct, indirect, and induced payroll and self-employed jobs, including part-time jobs.  
 (2) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

## US Retail Industry by Firm Size

While businesses in the US retail industry range from small family-run businesses to large global retailers with thousands of employees, available data indicate that the majority of retail businesses are relatively small. In fact, as shown in **Table E-4**, 98.6 percent of all US retail firms had less than 50 employees in 2012.<sup>3</sup> These firms accounted for 39.8 percent of all retail industry jobs and 37.4 percent of total labor income in the retail industry in 2012.

<sup>3</sup> A firm is a business organization consisting of one or more domestic establishments that were specified under common ownership or control.

**Table E-4. Percent of US Retail Firms, Employment, and Labor Income by Firm Size, 2012**

Firm Size	Retail Firms		Retail Employment		Retail Labor Income	
	Count	Percent of Total	Jobs	Percent of Total	Amount (\$ billion)	Percent of Total
Retail firms with less than 50 employees*	3,201,226	98.6%	11,525,422	39.8%	\$307.8	37.4%
Retail firm with less than 10 employees*	2,957,925	91.1%	6,487,763	22.4%	\$170.6	20.7%
Retail firms with 50 or more employees	45,939	1.4%	17,458,678	60.2%	\$514.7	62.6%
<b>Total</b>	<b>3,247,165</b>	<b>100.0%</b>	<b>28,984,100</b>	<b>100.0%</b>	<b>\$822.5</b>	<b>100.0%</b>

Source: PwC calculations based on data from the US Bureau of Economic Analysis and the US Census Bureau for the retail industry, including food services and drinking places.

\*Includes businesses with and without paid employees.

## Recent Growth Trends

The US retail industry has undergone a number of changes in recent years, one of which is the continued expansion of online sales. Between 2010 and 2012, the two fastest growing retail subsectors by payroll employment were “Electronic Auctions” and “Electronic Shopping,” with average annual growth rates of 23.4 percent and 16.5 percent, respectively (see **Table E-5**). Employment growth in these subsectors reflects the fast pace of e-commerce over this period. In contrast, overall payroll and self-employed jobs in the retail industry grew at an average annual rate of 2.3 percent over the same period.

**Table E-5. Top Growing Retail Subsectors by Payroll Employment, 2010-2012**

NAICS	Description	Average Annual Job Growth
454112	Electronic Auctions	23.4%
454111	Electronic Shopping	16.5%
722330	Mobile Food Services	11.8%
446120	Cosmetics, Beauty Supplies, and Perfume Stores	8.6%
453310	Used Merchandise Stores	7.7%

Source: PwC calculations based on data from the US Bureau of Labor Statistics.

## US Retail Industry by Occupation Type

While most of the jobs directly supported by the US retail industry are in sales, food preparation, and related occupations, the industry also directly supports jobs in a number of other occupations, such as logistics and freight transportation; finance, insurance, and real estate; and technology and IT related occupations. These and other occupations are further supported by the US retail industry’s indirect and induced impacts on other industries. **Table E-6** summarizes the direct, indirect and induced, and total jobs supported by the US retail industry by type of occupation.

**Table E-6. Direct, Indirect and Induced, and Total Jobs Supported by the US Retail Industry by Occupation Type, 2012**

Occupation Type	Direct Jobs	Indirect/ Induced Jobs	Total Jobs	Total Job Impact Share
Food preparation and serving related occupations	10,611,782	305,444	10,917,226	25.8%
Sales and related occupations	10,090,048	781,808	10,871,856	25.7%
Logistics and freight transportation occupations	3,278,290	1,692,601	4,970,892	11.8%
Management, business operations, office and administrative occupations	1,827,137	2,537,975	4,365,111	10.3%
Building, cleaning, maintenance, installation, and repair occupations	1,104,722	1,497,287	2,602,008	6.2%
Health care, personal care and service occupations	748,013	1,628,967	2,376,981	5.6%
Finance, insurance, and real estate occupations	564,616	1,248,175	1,812,791	4.3%
Technology and IT related occupations	202,654	606,892	809,546	1.9%
All other occupations	556,838	3,006,816	3,563,654	8.4%
<b>Total Job Impact - All Occupations</b>	<b>28,984,100</b>	<b>13,305,965</b>	<b>42,290,065</b>	<b>100%</b>

Source: PwC estimates based on data from the Bureau of Labor Statistics and the IMPLAN modeling system (2012 database) for the retail industry, including food services and drinking places.

### **Retail Establishments by State**

The economic impact of the retail industry reaches all 50 states and the District of Columbia. The total number of retail establishments ranged from 8,300 (Alaska) to 418,840 (California) in 2012. The top 15 states in terms of the total number of retail establishments in 2012 were California, Texas, Florida, New York, Pennsylvania, Illinois, Ohio, Georgia, North Carolina, Michigan, New Jersey, Virginia, Tennessee, Washington, and Indiana. Combined these states accounted for 65 percent of the total retail establishments in the country in 2012.

### **Retail Employment by State**

The number of jobs directly attributable to the retail industry's operations ranged from a low of 59,700 (Wyoming) to over 3.2 million (California) in 2012. The top 15 states in terms of the number of retail jobs in 2012 were California, Texas, Florida, New York, Pennsylvania, Illinois, Ohio, North Carolina, Georgia, Michigan, New Jersey, Virginia, Massachusetts, Tennessee, and Indiana. Combined these states account for 65 percent of the total national retail employment in 2012.

### **Per Capita Retail GDP by State**

Across all 50 states and the District of Columbia, the per capita GDP directly attributable to the retail industry's operations was \$3,598 in 2012. The top 15 states by per capita retail GDP in 2012 were Hawaii (\$5,019), North Dakota (\$4,953), District of Columbia (\$4,907), Washington (\$4,834), New Hampshire (\$4,740), Nevada (\$4,686), Wyoming (\$4,535), Connecticut (\$4,477), Arizona (\$4,368), New York (\$4,366), Maine (\$4,343), South Dakota (\$4,329), Vermont (\$4,302), Colorado (\$4,204), and New Jersey (\$4,195).

### **Per Capita Retail Labor Income by State**

Across all 50 states and the District of Columbia, the per capita labor income directly attributable to the retail industry's operations was \$2,620 in 2012. The top 15 states by per capita retail labor income in 2012 were New Hampshire (\$3,726), District of Columbia (\$3,483), North Dakota (\$3,207), Connecticut (\$3,101), Hawaii (\$3,074), Alaska (\$3,004), Massachusetts (\$2,942), Vermont (\$2,941), Nevada (\$2,933), Washington (\$2,928), New Jersey (\$2,927), Maine (\$2,882), New York (\$2,828), Delaware (\$2,815), and Colorado (\$2,800).

### **Total Employment Impact by State**

Counting the direct, indirect and induced impacts, the total number of full-time and part-time jobs attributable to the retail industry's operations ranged from 79,000 (Wyoming) to 4.7 million (California) in 2012. The top 15 states by the total employment impact attributable to the retail industry's operations in 2012 were California, Texas, Florida, New York, Pennsylvania, Illinois, Ohio, Georgia, North Carolina, Michigan, New Jersey, Virginia, Massachusetts, Tennessee, and Washington.

### **Total Employment Share by State**

The top 15 states by the total employment impact attributable to the retail industry's operations as a share of the total jobs in a state in 2012 were New Hampshire (26.4

percent), Florida (26.0 percent), South Carolina (25.5 percent), Maine (25.5 percent), Arizona (24.8 percent), Montana (24.7 percent), Nevada (24.2 percent), Tennessee (24.1 percent), Oregon (24.1 percent), Ohio (23.9 percent), Missouri (23.9 percent), Michigan (23.8 percent), Hawaii (23.8 percent), Delaware (23.8 percent), and Idaho (23.7 percent).

### Retail Employment by Congressional District

At the congressional district level, the number of jobs directly attributable to the retail industry was no less than 23,000 in any district in 2012. The retail industry directly provided 50,000 or more jobs in 388 congressional districts.

The top 15 congressional districts in terms of direct retail jobs in 2012 are listed in **Table E-7**, below. The 12th District of New York (which includes most of the East Side of Manhattan and Roosevelt Island and extends across the East River into the Boroughs of Queens (including Astoria, Long Island City, and parts of Woodside) and Brooklyn (including Greenpoint)) had the highest retail employment (187,332). The 10th district of New York (which includes the parts of Manhattan's upper west side (including Greenwich Village and the Financial District) and parts of Brooklyn) had the second highest retail employment (137,650). Texas's 24<sup>th</sup> ranked among the top 15 as well as Montana's, South Dakota's, and Delaware's at-large congressional districts. California's 12<sup>th</sup> and 33<sup>rd</sup>, Nevada's 1<sup>st</sup>, Missouri's 2<sup>nd</sup>, Florida's 10<sup>th</sup> and 22<sup>nd</sup>, Illinois's 7<sup>th</sup>, and Colorado's 1<sup>st</sup> and 2<sup>nd</sup> also ranked among the top 15 congressional districts ranked by retail employment in 2012.

**Table E-7. The Retail Industry's Direct Impact on Congressional Districts in 2012**  
*Top 15 Congressional Districts, Ranked by Retail Employment*

Rank	Congressional District	Employment (Jobs) <sup>(1)</sup>	Labor Income (\$ Million) <sup>(2)</sup>	GDP (\$ Million)	Retail Establishments <sup>(3)</sup>
1	NY-12	187,332	\$8,874	\$11,951	23,734
2	NY-10	137,650	\$6,321	\$8,485	19,114
3	TX-24	123,215	\$3,747	\$5,700	14,861
4	MT-1 (At-Large)	110,964	\$2,760	\$3,506	16,449
5	CA-33	108,600	\$3,515	\$5,315	14,772
6	CA-12	105,321	\$4,523	\$5,920	15,858
7	NV-1	101,683	\$3,234	\$5,084	10,335
8	MO-2	99,694	\$2,654	\$3,714	10,119
9	FL-22	97,760	\$2,966	\$4,377	15,482
10	SD-1 (At-Large)	97,450	\$2,308	\$3,608	13,867
11	IL-7	94,297	\$2,900	\$4,116	10,856
12	DE-1 (At-Large)	93,802	\$2,581	\$3,610	10,973
13	FL-10	93,546	\$2,641	\$3,989	11,245
14	CO-1	93,380	\$2,996	\$4,136	11,902
15	CO-2	92,389	\$2,438	\$3,704	12,867

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

(1) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(2) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(3) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

## Total Employment Impact by Congressional District

The top 15 congressional districts in terms of the total job impact attributable to the retail industry's operations in 2012 were New York's 12th (269,537) and 10th (194,584), Texas's 24th (182,522), Illinois's 7th (157,282), California's 33rd (156,436), Montana's at-large congressional district (156,058), California's 12th (153,695), Florida's 22nd (143,423), Nevada's 1st (141,433), Colorado's 1st (140,702), Missouri's 2nd (138,716), Florida's 10th (135,326), Arizona's 6th (135,287) and 9<sup>th</sup> (134,468), and South Dakota's at-large congressional district (134,301) (see **Table E-8**).

**Table E-8. The Retail Industry's Total Impact on Congressional Districts in 2012**  
*Top 15 Congressional Districts, Ranked by Employment*

Rank	Congressional District	Employment (Jobs) <sup>(1)</sup>	Labor Income (\$ Million) <sup>(2)</sup>	GDP (\$ Million)
1	NY-12	269,537	\$21,665	\$29,222
2	NY-10	194,584	\$14,655	\$19,984
3	TX-24	182,522	\$8,152	\$12,947
4	IL-7	157,282	\$8,261	\$12,252
5	CA-33	156,436	\$7,060	\$11,420
6	MT-1 (At-Large)	156,058	\$4,548	\$6,874
7	CA-12	153,695	\$10,051	\$13,587
8	FL-22	143,423	\$5,568	\$8,713
9	NV-1	141,433	\$5,334	\$8,821
10	CO-1	140,702	\$6,639	\$9,826
11	MO-2	138,716	\$5,126	\$7,584
12	FL-10	135,326	\$4,719	\$7,724
13	AZ-6	135,287	\$5,486	\$9,568
14	AZ-9	134,468	\$5,513	\$9,656
15	SD-1 (At-Large)	134,301	\$4,173	\$6,699

Source: PwC calculations using the IMPLAN modeling system (2012 database) for the retail industry, including food services and drinking places.

(1) Employment is defined as the number of direct, indirect, and induced payroll and self-employed jobs, including part-time jobs.

(2) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

# *Introduction*

## I. Introduction

The National Retail Federation engaged PwC to quantify the impact of the retail industry on the US economy. For the study, the US retail industry is defined to include retail trade and food services and drinking places. The Retail Trade subsector comprises establishments engaged in retailing merchandise and rendering services incidental to the sale of merchandise. The retailing process is the final step in the distribution of merchandise. The Retail Trade subsector comprises two main types of retailers: store and nonstore retailers.

1. **Store retailers**, as defined by the North American Industry Classification System (NAICS), operate fixed point-of-sale locations, located and designed to attract a high volume of walk-in customers. In general, retail stores have extensive displays of merchandise and use mass-media advertising to attract customers. They typically sell merchandise to the general public for personal or household consumption, but some also serve business and institutional clients. In addition to retailing merchandise, some types of store retailers are also engaged in the provision of after-sales services, such as repair and installation.
2. **Nonstore retailers**, like store retailers, are organized to serve the general public, but their retailing methods differ. They consist of electronic shopping and mail-order houses; vending machine operators; and direct selling establishments. As defined by NAICS, the establishments of this subsector retail all types of merchandise using the internet as well as methods such as the broadcasting of “infomercials,” the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogs, door-to-door solicitation, in-home demonstration, selling from portable stalls (street vendors, except food), and distribution through vending machines.

The Food Services and Drinking Places subsector prepares meals, snacks, and beverages to customer order for immediate on-premises and off-premises consumption. It includes full-service restaurants; limited-service eating places; special food services, such as food service contractors, caterers, and mobile food services; and drinking places.

In evaluating the US retail industry’s economic impacts, this report considers all three impacts—direct, indirect, and induced—that in aggregate provide a measure of the total economic impact of the US retail industry.

Four main metrics are used to quantify the **direct** economic impact of the US retail industry:

1. **Number of establishments**: An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.
2. **Employment**: Jobs are positions filled by part-time and full-time employees or by self-employed individuals.
3. **Labor income**: This includes wages and salaries, commissions, vacation and sick-leave pay, fringe benefits, and all other forms of compensation, including employer contributions for employee pension and insurance funds and

government social insurance. It also includes proprietor's income for self-employed individuals and partnerships.

4. **Gross Domestic Product ("GDP")**: Also known as margin or value added, the retail industry's GDP refers to the difference between receipts or revenues and the cost of goods sold.

The economic impact of the US retail industry extends beyond the industry itself. In its role as the distributor of merchandise to the final consumer, the retail industry requires other intermediate inputs from various industries (such as Real Estate, Business Services, Finance, Accommodation, Communication Services, Transportation, and Wholesale Trade) for its operations. Similarly, the industry's capital investment creates demand for its capital-goods suppliers. These industries, in turn, purchase goods and services from their supply chain, spurring further economic activities. These supply chain effects represent the retail industry's **indirect** economic impact.

Additionally, the employees and business owners in the retail industry and its supply chain, in their role as consumers, purchase an array of goods and services, generating further demands that ripple through the economy. These represent the retail industry's **induced** economic impact.

This study separately quantifies the industry's **operational impact** (due to its direct economic impact and purchases of intermediate inputs other than merchandise intended for resale) and **capital investment impact** (due to its investment in new structures and equipment) at the national level.<sup>4</sup> It further breaks out the industry's **operational impact** at the state and congressional district level.<sup>5</sup>

It should be noted that all impacts are reported in gross terms, which means that they do not take into account what would have occurred in the absence of the retail industry.

The rest of this report is organized as follows. **Section II** defines the US retail industry for this study. **Section III** presents the US retail industry's national economic impact. **Section IV** presents the industry's economic impact at the state level. **Section V** highlights the industry's economic impact at the congressional district level. A summary table for each state with its full congressional district level results is included in **Appendix A**. **Appendix B** provides additional detail on the distribution of US retail establishments and jobs by firm size. Detailed occupation data for the US retail industry in 2012 are presented in **Appendix C**. The data sources and methodology used in the impact analysis are discussed in **Appendix D**.

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<sup>4</sup> Leased structures and equipment are not included in the capital investment impact measure in this report. The services of leasing companies are included in the industry's operational impact.

<sup>5</sup> The industry's *capital investment* impact is not quantified below the national level due to data limitations.

# *Industry Definition*

## II. Industry Definition

In the *North American Industry Classification System* (NAICS), the US retail industry is defined by two 2-digit NAICS codes: 44 and 45. In the Standard Industry Classification (SIC) system, the predecessor to the current NAICS system, the retail industry also included food services and drinking places, now classified as a service sector under NAICS 722.

For this study, the US retail industry is defined to include NAICS codes 44, 45 and 722, as shown in **Table 1**, below. Detailed NAICS descriptions follow the table.

**Table 1. Composition of the US Retail Industry in the Study**

IMPLAN Sector	NAICS	Description
320	441	Motor vehicle and parts dealers
321	442	Furniture and home furnishings stores
322	443	Electronics and appliances stores
323	444	Building material and garden equipment and suppliers dealers
324	445	Food and beverage stores
325	446	Health and personal care stores
326	447	Gasoline stations
327	448	Clothing and clothing accessories stores
328	451	Sporting goods, hobby, book and music stores
329	452	General merchandise stores
330	453	Miscellaneous store retailers
331	454	Nonstore retailers
413	722	Food services and drinking places*

\* Service sector formerly classified as retail trade under the SIC definition.

**NAICS 441. Motor Vehicle and Parts Dealers.** Industries in the Motor Vehicle and Parts Dealers subsector retail motor vehicles and parts from fixed point-of-sale locations. Establishments in this subsector typically operate from a showroom and/or an open lot where the vehicles are on display. The display of vehicles and the related parts require little by way of display equipment. The personnel generally include both the sales and sales support staff familiar with the requirements for registering and financing a vehicle as well as a staff of parts experts and mechanics trained to provide repair and maintenance services for the vehicles.

**NAICS 442. Furniture and Home Furnishings Stores.** Industries in the Furniture and Home Furnishings Stores subsector retail new furniture and home furnishings from fixed point-of-sale locations. Establishments in this subsector usually operate from showrooms and have substantial areas for the presentation of their products. Many offer interior decorating services in addition to the sale of products.

**NAICS 443. Electronics and Appliance Stores.** Industries in the Electronics and Appliance Stores subsector retail new electronics and appliances from point-of-sale locations. Establishments in this subsector often operate from locations that have special provisions for floor displays requiring special electrical capacity to accommodate

the proper demonstration of the products. The staff includes sales personnel knowledgeable in the characteristics and warranties of the line of goods retailed and may also include trained repair persons to handle the maintenance and repair of the electronic equipment and appliances. The classifications within this subsector are made principally on the type of product and knowledge required to operate each type of store.

**NAICS 444. Building Material and Garden Equipment and Supplies Dealers.** Industries in the Building Material and Garden Equipment and Supplies Dealers subsector retail new building material and garden equipment and supplies from fixed point-of-sale locations. Establishments in this subsector have display equipment designed to handle lumber and related products and garden equipment and supplies that may be kept either indoors or outdoors under covered areas. The staff is usually knowledgeable in the use of the specific products being retailed in the construction, repair, and maintenance of the home and associated grounds.

**NAICS 445. Food and Beverage Stores.** Industries in the Food and Beverage Stores subsector usually retail food and beverages merchandise from fixed point-of-sale locations. Establishments in this subsector have special equipment (e.g., freezers, refrigerated display cases, refrigerators) for displaying food and beverage goods. They have staff trained in the processing of food products to guarantee the proper storage and sanitary conditions required by regulatory authority.

**NAICS 446. Health and Personal Care Stores.** Industries in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this subsector are characterized principally by the products they retail, and some health and personal care stores may have specialized staff trained in dealing with the products. Staff may include pharmacists, opticians, and other professionals engaged in retailing, advising customers, and/or fitting the product sold to the customer's needs.

**NAICS 447. Gasoline Stations.** Industries in the Gasoline Stations subsector retail automotive fuels (e.g., gasoline, diesel fuel, gasohol) and automotive oils or retail these products in combination with convenience store items. These establishments have specialized equipment for the storage and dispensing of automotive fuels.

**NAICS 448. Clothing and Clothing Accessories Stores.** Industries in the Clothing and Clothing Accessories Stores subsector retail new clothing and clothing accessories merchandise from fixed point-of-sale locations. Establishments in this subsector have similar display equipment and staff that is knowledgeable regarding fashion trends and the proper match of styles, colors, and combinations of clothing and accessories to the characteristics and tastes of the customer.

**NAICS 451. Sporting Goods, Hobby, Book, and Music Stores.** Industries in the Sporting Goods, Hobby, Book, and Music Stores subsector are engaged in retailing and providing expertise on use of sporting equipment or other specific leisure activities, such as needlework and musical instruments. Book stores are also included in this subsector.

**NAICS 452. General Merchandise Stores.** Industries in the General Merchandise Stores subsector retail new general merchandise from fixed point-of-sale locations. Establishments in this subsector are unique in that they have the equipment and staff

capable of retailing a large variety of goods from a single location. This includes a variety of display equipment and staff trained to provide information on many lines of products.

**NAICS 453. Miscellaneous Store Retailers.** Industries in the Miscellaneous Store Retailers subsector retail merchandise from fixed point-of-sale locations not included in the above subsectors. Establishments in this subsector include stores with unique characteristics like florists, used merchandise stores, and pet and pet supply stores as well as other store retailers.

**NAICS 454. Nonstore Retailers.** Industries in the Nonstore Retailers subsector retail merchandise using the internet and other methods such as the broadcasting of infomercials, the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogs, door-to-door solicitation, in-home demonstration, selling from portable stalls and distribution through vending machines. Establishments in this subsector include electronic shopping and mail-order houses, vending machine operators, home delivery sales, door-to-door sales, party plan sales, and sales through portable stalls (e.g., street vendors, except food). Establishments engaged in the direct sale (i.e., nonstore) of products, such as home heating oil dealers and newspaper delivery service providers are included in this subsector.

**NAICS 722. Food Services and Drinking Places.** Industries in the Food Services and Drinking Places subsector prepare meals, snacks, and beverages to customer order for immediate on-premises and off-premises consumption. There is a wide range of establishments in these industries. Some provide food and drink only, while others provide various combinations of seating space, waiter/waitress services and incidental amenities, such as limited entertainment. The industries in the subsector are grouped based on the type and level of services provided. The industry groups are full-service restaurants; limited-service eating places; special food services, such as food service contractors, caterers, and mobile food services; and drinking places. Food and beverage services at hotels and motels; amusement parks, theaters, casinos, country clubs, and similar recreational facilities; and civic and social organizations are included in this subsector only if these services are provided by a separate establishment primarily engaged in providing food and beverage services.

# *National Results*

### III. National Results

#### Direct Economic Impact

The direct economic impact is measured as the jobs, labor income, GDP and number of establishments *within* the US retail industry. **Table 2** shows the direct economic impact of the retail industry relative to the national economy in terms of employment, labor income (including wages and salaries and benefits as well as proprietors' income), GDP, and the number of establishments.

In 2012, there were nearly 3.8 million retail establishments (including food services and drinking places) across the country, counting both those with paid employees and nonemployers (which primarily consist of self-employed individuals operating small unincorporated businesses). These businesses accounted for 12.0 percent of all business establishments in the country in 2012. The retail industry directly provided 29 million jobs for American workers (accounting for 16.1 percent of the national total). The industry also directly paid out \$822.5 billion in wages and salaries and fringe benefits and proprietors' income (8.4 percent of the national total), and generated \$1.2 trillion in GDP (7.7 percent of the national total).

**Table 2. The US Retail Industry's Direct National Impact, 2012**

Item	Direct National Impact	Percent of US Economy
Establishments <sup>(1)</sup>	3,793,622	12.0%
Employment (Jobs) <sup>(2)</sup>	29 million	16.1%
Labor Income <sup>(3)</sup>	\$822.5 billion	8.4%
GDP	\$1.2 trillion	7.7%

Source: PwC calculations using data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

- (1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.  
 (2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.  
 (3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

As a point of reference, the US retail industry (including food services and drinking places) was the largest private-sector employer in the country in 2012, providing more direct jobs than any other industry at the 2-digit NAICS code level (see **Table 3a**). In terms of the direct GDP impact, the US retail industry is ranked as the third largest contributor among all 2-digit NAICS industries (see **Table 3b**).

**Table 3a. Direct Employment by 2-Digit NAICS Industry, 2012**

<b>Industry Description</b>	<b>Employment (Jobs)</b>
<b>Retail trade (including food services and drinking places)</b>	<b>28,984,100</b>
Health care and social assistance	19,855,000
Manufacturing	12,596,500
Professional, scientific, and technical services	12,244,700
Administrative and waste management services	11,087,500
Other services, except public administration	10,544,200
Finance and insurance	9,985,200
Construction	8,830,900
Real estate and rental and leasing	8,243,200
Wholesale trade	6,300,100
Transportation and warehousing	5,838,400
Educational services	4,196,400
Arts, entertainment, and recreation	3,997,600
Agriculture, forestry, fishing, and related activities	3,480,700
Information	3,257,900
Management of companies and enterprises	2,166,800
Mining	1,328,700
Utilities	575,200

Source: US Bureau of Economic Analysis.

**Table 3b. Direct GDP by 2-Digit NAICS Industry, 2012**

Industry Description	GDP (\$ Billion)
Real estate and rental and leasing	\$2,094.4
Manufacturing	\$2,034.3
<b>Retail trade (including food services and drinking places)</b>	<b>\$1,242.4</b>
Finance and insurance	\$1,157.4
Professional, scientific, and technical services	\$1,140.2
Health care and social assistance	\$1,078.2
Wholesale trade	\$962.7
Information	\$776.7
Construction	\$596.5
Transportation and warehousing	\$581.1
Administrative and waste services	\$489.4
Other services, except public administration	\$471.6
Utilities	\$429.7
Management of companies and enterprises	\$352.0
Mining	\$307.7
Educational services	\$275.1
Agriculture, forestry, fishing, and hunting	\$201.1
Arts, entertainment, and recreation	\$182.3

Source: US Bureau of Economic Analysis.

**Table 4**, below, shows the direct impact of the US retail industry by NAICS subsectors for the country as a whole in terms of the number of establishments, employment, labor income, and GDP.

**Table 4. Direct Impact of the Retail Industry on the US Economy by Subsector, 2012**

NAICS	Subsector Description	Employment <sup>(1)</sup> (Jobs)	Labor Income <sup>(2)</sup> (\$ Million)	GDP (\$ Million)	Number of Retail Establishments <sup>(3)</sup>
441	Motor vehicle and parts dealers	1,936,800	\$107,985	\$131,289	278,779
442	Furniture and home furnishings stores	502,000	\$19,173	\$25,783	90,692
443	Electronics and appliances stores	554,000	\$28,139	\$43,984	80,813
444	Building material and garden equipment and suppliers dealers	1,231,100	\$47,047	\$69,562	110,630
445	Food and beverage stores	3,078,500	\$92,991	\$123,759	251,296
446	Health and personal care stores	1,176,900	\$47,142	\$58,965	246,272
447	Gasoline stations	885,400	\$31,320	\$46,994	113,575
448	Clothing and clothing accessories stores	1,614,200	\$39,019	\$72,536	286,225
451	Sporting goods, hobby, book and music stores	739,500	\$16,698	\$26,237	132,138
452	General merchandise stores	3,145,800	\$85,939	\$140,656	92,064
453	Miscellaneous store retailers	1,590,700	\$33,930	\$59,157	391,678
454	Nonstore retailers	1,729,900	\$36,703	\$128,927	859,299
722	Food services and drinking places	10,799,300	\$236,440	\$314,572	860,161
	<b>Total Retail Industry</b>	<b>28,984,100</b>	<b>\$822,526</b>	<b>\$1,242,421</b>	<b>3,793,622</b>

Source: US Census Bureau, US Bureau of Labor Statistics, US Bureau of Economic Analysis, and IMPLAN 2012 database.

Details may not add to totals due to rounding.

(1) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(2) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(3) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

## Total Economic Impact

The total economic impact includes the **direct impact** (the jobs, labor income, and GDP within the US retail industry), the **indirect impact** (the jobs, labor income, and GDP occurring in other industries due to the US retail industry's purchases of intermediate inputs other than merchandise intended for resale and capital goods), and the **induced impact** (the jobs, labor income, and GDP resulting from household spending of income earned either directly or indirectly from the US retail industry's economic activities).

PwC estimates that at the national level, combining the direct, indirect, and induced impacts, the US retail industry's *operations* supported 41 million full-time and part-time jobs, provided \$1.5 trillion in labor income (including wages and salaries and benefits, as well as proprietors' income), and added \$2.5 trillion to the national GDP in 2012. Further, the industry's *capital investment* of \$74.2 billion in 2012 supported an additional 0.7 million jobs, with an associated \$46.1 billion in labor income and \$75.9 billion in GDP.

Combining both operational and capital investment impacts, the US retail industry's total employment impact to the national economy amounted to 42 million full-time and part-time jobs in 2012, accounting for 23.4 percent of the total employment in the country (see **Table 5**). The industry's total impact on labor income through its operational spending and capital investment was estimated to be \$1.6 trillion, or 16.1 percent of national labor income. The industry's total GDP impact was \$2.6 trillion, accounting for 16.0 percent of US GDP in 2012.

**Table 5. Total Impact of the Retail Industry on the US Economy, 2012**

Item	Total National Impact	Percent of US Economy
<b>Operational Impact</b>		
Employment (Jobs) <sup>(1)</sup>	41.3 million	23.0%
Labor Income <sup>(2)</sup>	\$1.54 trillion	15.6%
GDP	\$2.51 trillion	15.6%
<b>Capital Investment Impact</b>		
Employment (Jobs) <sup>(1)</sup>	0.7 million	0.4%
Labor Income <sup>(2)</sup>	\$46.1 billion	0.5%
GDP	\$75.9 billion	0.5%
<b>Total Impact</b>		
Employment (Jobs) <sup>(1)</sup>	42.0 million	23.4%
Labor Income <sup>(2)</sup>	\$1.58 trillion	16.1%
GDP	\$2.59 trillion	16.0%

Source: PwC calculations using the IMPLAN modeling system (2012 database) for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) Employment is defined as the number of direct, indirect, and induced payroll and self-employed jobs, including part-time jobs.

(2) Labor income is defined as wages and salaries and benefits as well as proprietors' income.

**Table 6** shows the US retail industry’s indirect and induced impacts by sector at the national level. PwC estimates that in addition to the 29.0 million direct jobs in the US retail industry, the industry’s operations and capital investment supported 13.0 million indirect and induced jobs across many sectors of the US economy in 2012. The service sector accounts for the largest number of indirect and induced jobs attributable to the US retail industry’s operations and capital spending (7.0 million) in 2012, followed by Finance, Insurance, Real Estate, Rental and Leasing (2.0 million), and Manufacturing (1.0 million).

The industry’s estimated national indirect and induced labor income (including wages and salaries and benefits as well as proprietors’ income) was \$759 billion and the indirect and induced GDP was \$1.3 trillion in 2012.

**Table 6. The US Retail Industry’s Indirect and Induced Impact by Industry, 2012**

Industry Impacted	Employment (Jobs) <sup>(1)</sup>		Labor Income (\$ Million) <sup>(2)</sup>		GDP (\$ Million)	
	Indirect	Induced	Indirect	Induced	Indirect	Induced
Agriculture, forestry and fishing	212,144	213,428	\$7,888	\$8,093	\$10,529	\$10,482
Mining	30,593	48,364	\$2,590	\$4,100	\$7,230	\$11,493
Utilities	37,033	39,313	\$5,536	\$5,709	\$20,825	\$20,541
Construction	129,147	95,414	\$7,872	\$5,830	\$9,000	\$7,503
Manufacturing	579,705	467,867	\$39,856	\$35,042	\$71,847	\$73,917
Wholesale trade	236,885	325,034	\$19,714	\$27,057	\$34,338	\$47,130
Transportation and warehousing	448,462	293,321	\$23,915	\$16,890	\$32,626	\$22,965
Information	130,981	165,859	\$14,357	\$15,795	\$28,977	\$36,658
Finance, insurance, real estate, rental and leasing	648,475	1,368,627	\$37,412	\$72,238	\$137,093	\$272,351
Services	2,234,125	4,767,209	\$134,517	\$239,471	\$166,393	\$283,842
Other	212,222	334,574	\$13,587	\$21,630	\$15,837	\$25,260
<b>Total</b>	<b>4,899,773</b>	<b>8,119,010</b>	<b>\$307,245</b>	<b>\$451,855</b>	<b>\$534,694</b>	<b>\$812,142</b>

Source: PwC calculations using the IMPLAN modeling system (2012 database). The retail industry’s indirect and induced impact reflects the industry’s operational and capital investment impacts. Details may not add to totals due to rounding.

(1) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(2) Labor income is defined as wages and salaries and benefits as well as proprietors’ income.

### **US Retail Industry by Firm Size**

While businesses in the US retail industry range from small family-run nonemployers to large global retailers with thousands of employees, available data indicate that the majority of retail businesses are relatively small. In fact, as shown in **Table 7**, based on government data, PwC estimates that 98.6 percent of all retail firms had fewer than 50 employees in 2012.<sup>6</sup> These firms accounted for 39.8 percent of all retail industry jobs and 37.4 percent of total labor income in the retail industry in 2012. In contrast, just 1.4 percent of retail firms had 50 or more employees, and these firms accounted for 60.2 percent of total retail industry jobs and 62.6 percent of labor income in the retail industry in 2012.

**Appendix B** provides detailed data on the number of firms, jobs, and labor income by retail subsector and firm size in the United States in 2012.

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<sup>6</sup> A firm is a business organization consisting of one or more domestic establishments that were specified under common ownership or control.

**Table 7. Percent of US Retail Firms, Employment, and Labor Income by Firm Size, 2012**

Firm Size	Retail Firms		Retail Employment		Retail Labor Income	
	Count	Percent of Total	Jobs	Percent of Total	Amount (\$ billion)	Percent of Total
Retail firms with less than 50 employees*	3,201,226	98.6%	11,525,422	39.8%	\$307.8	37.4%
Retail firm with less than 10 employees*	2,957,925	91.1%	6,487,763	22.4%	\$170.6	20.7%
Retail firms with 50 or more employees	45,939	1.4%	17,458,678	60.2%	\$514.7	62.6%
<b>Total</b>	<b>3,247,165</b>	<b>100.0%</b>	<b>28,984,100</b>	<b>100.0%</b>	<b>\$822.5</b>	<b>100.0%</b>

Source: PwC calculations based on data from the US Bureau of Economic Analysis and the US Census Bureau for the retail industry, including food services and drinking places.

\*Includes businesses with and without paid employees.

### Recent Growth Trends in the US Retail Industry

The retail industry is composed of establishments that are primarily engaged in the sale of merchandise and providing incidental services. The US retail industry, as defined in this report, is composed of a number of subsectors ranging from standard retail stores and restaurants to nonstore retailers, such as home delivery and online sales. In recent years, the US retail industry has undergone a number of changes; one of which is the continued expansion of online sales.

Overall, employment in the US retail industry grew at an average annual rate of 2.3 percent between 2010 and 2012, with the Food Services and Drinking Places segment slightly outpacing the Retail Trade segment (3.5 percent vs. 1.7 percent). As shown in **Table 8**, the retail industry was the top contributor to the job gains in the US economy in this period, accounting for 18.4 percent of the 7.1 million private-sector job increases.

**Table 8. Employment Growth by Industry, 2010-2012<sup>(1)</sup>**

NAICS	Description	Job Gains between 2010 and 2012	Percent of Total
10	All Industries	7,140,600	100.0%
44-45, 722	<b>Retail trade (including food services and drinking places)</b>	<b>1,314,900</b>	<b>18.4%</b>
52	Finance and insurance	773,800	10.8%
62	Health care and social assistance	765,100	10.7%
81	Other services, except public administration	764,400	10.7%
56	Administrative and waste management services	686,300	9.6%
53	Real estate and rental and leasing	548,200	7.7%
31-33	Manufacturing	493,600	6.9%
54	Professional, scientific, and technical services	489,900	6.9%
48-49	Transportation and warehousing	364,200	5.1%
42	Wholesale trade	277,100	3.9%
71	Arts, entertainment, and recreation	209,200	2.9%
55	Management of companies and enterprises	149,400	2.1%
61	Educational services	106,500	1.5%
721	Accommodation	90,500	1.3%
21	Mining	60,700	0.9%
23	Construction	37,200	0.5%
51	Information	35,300	0.5%
22	Utilities	(7,000)	-0.1%
11	Agriculture, forestry, fishing, and related activities	(18,700)	-0.3%

Source: PwC calculations based on data from the US Bureau of Economic Analysis.

(1) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

Within the retail industry, the five fastest growing retail subsectors measured by payroll employment growth between 2010 and 2012 are shown in **Table 9.7**

**Table 9. Top Growing Retail Subsectors by Payroll Employment, 2010-2012**

NAICS	Description	Average Annual Job Growth
454112	Electronic Auctions	23.4%
454111	Electronic Shopping	16.5%
722330	Mobile Food Services	11.8%
446120	Cosmetics, Beauty Supplies, and Perfume Stores	8.6%
453310	Used Merchandise Stores	7.7%

Source: PwC calculations based on data from the US Bureau of Labor Statistics.

“Electronic Auctions” and “Electronic Shopping” were the two fastest growing retail subsectors by payroll employment growth rate in the country between 2010 and 2012.

The Electronic Auctions subsector is comprised of establishments that provide websites facilitating consumer-to-consumer or business-to-consumer trade in new and used goods on an auction basis. Payroll employment in this industry grew at an average annual rate of 23.4 percent between 2010 and 2012.

The Electronic Shopping subsector is comprised of establishments engaged in retailing all types of merchandise over the internet. Most large brick-and-mortar retailers also have online sales branches. In addition, there are a number of retailers that sell exclusively over the internet. Payroll employment in the electronic shopping subsector grew at an average annual rate of 16.5 percent between 2010 and 2012.

Employment growth in these subsectors reflects the fast pace of e-commerce sales over this period. While total retail sales (excluding food services and drinking places) grew at an average annual rate of 6.3 percent, e-commerce sales (including e-commerce sales by branches of traditional brick-and-mortar retailers) increased at an average annual rate of 15.9 percent between 2010 and 2012.

Mobile Food Services was the third fastest growing retail subsector over this period, with payroll employment growing at an average annual rate of 11.8 percent between 2010 and 2012. Mobile food services include establishments primarily engaged in preparing and serving meals and snacks for immediate consumption from motorized vehicles (such as ice cream trucks and food trucks) or nonmotorized carts (such as hot dog stands and other concession stands that can be moved).

Rounding out the top five were “Cosmetics, Beauty Supplies, and Perfume Stores,” with payroll employment growing at an average annual rate of 8.6 percent, and “Used Merchandise Stores,” with payroll employment growing at an average rate of 7.7 percent per year between 2010 and 2012.

<sup>7</sup> The BEA data covering both payroll and self-employed jobs are not available at the 6-digit NAICS level.

## **US Retail Industry by Occupation Type**

While most of the jobs directly supported by the US retail industry are in sales, food preparation, and related occupations, the industry also directly supports jobs in a number of other occupations, such as logistics and freight transportation; finance, insurance, and real estate; and technology and IT related occupations. These and other occupations are further supported by the US retail industry's indirect and induced impacts on other industries. **Table 10** summarizes the direct, indirect and induced, and total jobs supported by the US retail industry by type of occupation.

Food preparation and serving related occupations represent the largest share of the total job impact supported by the US retail industry in 2012 (25.8 percent of the total job impact), followed by sales and related occupations (25.7 percent of the total job impact).

In addition to these occupations, the retail industry provides jobs in a number of other occupations. For example, logistics and freight transportation (which includes buying and purchasing agents, stock clerks, truck drivers, and material moving workers) accounted for 3.3 million direct jobs and an additional 1.7 million indirect and induced jobs. Overall, logistics and freight transportation occupations accounted for 11.8 percent of the total job impact supported by the US retail industry in 2012.

Management, business operations, office and administrative occupations accounted for 4.4 million (or 10.3 percent) of the total job impact supported by the US retail industry in 2012.

The US retail industry directly employed 564,616 workers in finance, insurance, and real estate occupations, primarily in bookkeeping, accounting, and auditing, order clerks, billing and posting clerks, and billing and account collectors. Through its indirect and induced impacts, the industry supported an additional 1.2 million workers in finance, insurance, and real estate occupations in 2012.

The US retail industry also supported a total of 809,546 jobs in technology and information technology (IT) related occupations, such as software developers and programmers, database and systems administrators and network architects, and computer support specialists. Technology and IT related occupations accounted for 1.9 percent of the total job impact supported by the US retail industry in 2012.

**Appendix C** provides greater detail on the types of occupations supported by the US retail industry through its direct, indirect, and induced impacts.

**Table 10. Direct, Indirect and Induced, and Total Jobs Supported by the US Retail Industry by Occupation Type, 2012**

Occupation Type	Direct Jobs	Indirect/ Induced Jobs	Total Jobs	Total Job Impact Share
Food preparation and serving related occupations	10,611,782	305,444	10,917,226	25.8%
Sales and related occupations	10,090,048	781,808	10,871,856	25.7%
Logistics and freight transportation occupations	3,278,290	1,692,601	4,970,892	11.8%
Management, business operations, office and administrative occupations	1,827,137	2,537,975	4,365,111	10.3%
Building, cleaning, maintenance, installation, and repair occupations	1,104,722	1,497,287	2,602,008	6.2%
Health care, personal care and service occupations	748,013	1,628,967	2,376,981	5.6%
Finance, insurance, and real estate occupations	564,616	1,248,175	1,812,791	4.3%
Technology and IT related occupations	202,654	606,892	809,546	1.9%
All other occupations	556,838	3,006,816	3,563,654	8.4%
<b>Total Job Impact - All Occupations</b>	<b>28,984,100</b>	<b>13,305,965</b>	<b>42,290,065</b>	<b>100%</b>

Source: PwC estimates based on data from the Bureau of Labor Statistics and the IMPLAN modeling system (2012 database) for the retail industry, including food services and drinking places.

# *State Results*

## **IV. State Results**

The retail industry's economic impact reaches all 50 states and the District of Columbia. The impact varies from state to state, depending on factors such as each state's industry mix, wage structure, spending and saving patterns, and connections to other economies.

The state-level impact presented below reflects only the industry's **operational impact**, as the industry's capital investment impact is not quantified below the national level due to data limitations.

### **Direct Economic Impact**

**Table 11a** shows the direct employment, labor income (including wages and salaries and benefits as well as proprietors' income) and GDP impacts of the retail industry, as well as the number of retail establishments by state, with the states listed alphabetically. **Table 11b** is the same as **Table 11a**, except that the states are ranked by the retail industry's direct employment.

The number of jobs directly attributable to the retail industry's operations ranged from 59,700 (Wyoming) to over 3.2 million (California). The top 15 states in terms of the number of retail jobs in 2012 were California, Texas, Florida, New York, Pennsylvania, Illinois, Ohio, North Carolina, Georgia, Michigan, New Jersey, Virginia, Massachusetts, Tennessee, and Indiana. Combined these states account for 65 percent of the total national retail employment.

The total number of retail establishments ranged from 8,300 (Alaska) to 418,840 (California). The top 15 states in terms of the total number of retail establishments in 2012 were California, Texas, Florida, New York, Pennsylvania, Illinois, Ohio, Georgia, North Carolina, Michigan, New Jersey, Virginia, Tennessee, Washington, and Indiana. Combined these states account for 65 percent of the total retail establishments in the country.

**Table 11c** shows per capita GDP directly attributable to the retail industry's operations in 2012 by state, ranked by per capita retail GDP. Across all 50 states and the District of Columbia, the per capita GDP directly attributable to the retail industry's operations was \$3,598 in 2012. The top 15 states using this metric were Hawaii (\$5,019), North Dakota (\$4,953), District of Columbia (\$4,907), Washington (\$4,834), New Hampshire (\$4,740), Nevada (\$4,686), Wyoming (\$4,535), Connecticut (\$4,477), Arizona (\$4,368), New York (\$4,366), Maine (\$4,343), South Dakota (\$4,329), Vermont (\$4,302), Colorado (\$4,204), and New Jersey (\$4,195).

**Table 11d** shows per capita labor income directly attributable to the retail industry's operations in 2012 by state, ranked by per capita retail labor income. Across all 50 states and the District of Columbia, the per capita labor income directly attributable to the retail industry's operations was \$2,620 in 2012. The top 15 states using this metric were New Hampshire (\$3,726), District of Columbia (\$3,483), North Dakota (\$3,207), Connecticut (\$3,101), Hawaii (\$3,074), Alaska (\$3,004), Massachusetts (\$2,942), Vermont (\$2,941), Nevada (\$2,933), Washington (\$2,928), New Jersey (\$2,927), Maine (\$2,882), New York (\$2,828), Delaware (\$2,815), and Colorado (\$2,800).

**Table 11a. Direct Impact of the Retail Industry by State, 2012**  
*(Sorted Alphabetically)*

State	Direct Employment		Direct Labor Income		Direct GDP		Retail Establishments	
	Jobs	Percent of US Retail	(\$ Mil)	Percent of US Retail	(\$ Mil)	Percent of US Retail	Units	Percent of US Retail
Alabama	428,748	1.5%	\$10,729	1.3%	\$17,020	1.4%	57,667	1.5%
Alaska	66,875	0.2%	\$2,198	0.3%	\$2,828	0.2%	8,304	0.2%
Arizona	565,232	2.0%	\$17,081	2.1%	\$28,624	2.3%	64,453	1.7%
Arkansas	252,283	0.9%	\$6,335	0.8%	\$9,937	0.8%	35,435	0.9%
California	3,211,805	11.1%	\$105,033	12.8%	\$159,356	12.8%	418,840	11.0%
Colorado	515,449	1.8%	\$14,524	1.8%	\$21,808	1.8%	67,802	1.8%
Connecticut	337,492	1.2%	\$11,134	1.4%	\$16,074	1.3%	41,900	1.1%
Delaware	93,802	0.3%	\$2,581	0.3%	\$3,610	0.3%	10,973	0.3%
District of Columbia	67,813	0.2%	\$2,202	0.3%	\$3,103	0.2%	6,757	0.2%
Florida	1,839,604	6.3%	\$52,807	6.4%	\$80,381	6.5%	273,723	7.2%
Georgia	888,477	3.1%	\$23,698	2.9%	\$35,943	2.9%	120,915	3.2%
Hawaii	148,702	0.5%	\$4,280	0.5%	\$6,988	0.6%	18,439	0.5%
Idaho	149,029	0.5%	\$3,775	0.5%	\$5,583	0.4%	22,246	0.6%
Illinois	1,146,544	4.0%	\$32,827	4.0%	\$50,179	4.0%	144,715	3.8%
Indiana	616,600	2.1%	\$15,107	1.8%	\$23,338	1.9%	74,905	2.0%
Iowa	324,239	1.1%	\$7,565	0.9%	\$11,242	0.9%	43,150	1.1%
Kansas	284,238	1.0%	\$7,188	0.9%	\$11,782	0.9%	37,002	1.0%
Kentucky	399,829	1.4%	\$10,030	1.2%	\$14,703	1.2%	52,746	1.4%
Louisiana	434,207	1.5%	\$11,673	1.4%	\$18,589	1.5%	57,249	1.5%
Maine	145,239	0.5%	\$3,830	0.5%	\$5,773	0.5%	19,534	0.5%
Maryland	539,912	1.9%	\$16,098	2.0%	\$23,845	1.9%	68,283	1.8%
Massachusetts	656,667	2.3%	\$19,552	2.4%	\$26,569	2.1%	73,594	1.9%
Michigan	871,645	3.0%	\$22,218	2.7%	\$35,084	2.8%	112,825	3.0%
Minnesota	539,661	1.9%	\$13,606	1.7%	\$20,755	1.7%	69,574	1.8%
Mississippi	254,562	0.9%	\$6,394	0.8%	\$10,276	0.8%	35,436	0.9%
Missouri	593,850	2.0%	\$15,250	1.9%	\$22,554	1.8%	72,776	1.9%
Montana	110,964	0.4%	\$2,760	0.3%	\$3,506	0.3%	16,449	0.4%
Nebraska	199,985	0.7%	\$4,812	0.6%	\$7,273	0.6%	25,801	0.7%
Nevada	265,122	0.9%	\$8,091	1.0%	\$12,928	1.0%	31,028	0.8%
New Hampshire	159,845	0.6%	\$4,921	0.6%	\$6,260	0.5%	18,467	0.5%
New Jersey	784,845	2.7%	\$25,942	3.2%	\$37,188	3.0%	106,473	2.8%
New Mexico	180,980	0.6%	\$4,737	0.6%	\$7,012	0.6%	22,351	0.6%
New York	1,705,830	5.9%	\$55,343	6.7%	\$85,436	6.9%	260,383	6.9%
North Carolina	891,194	3.1%	\$23,235	2.8%	\$32,280	2.6%	116,271	3.1%
North Dakota	86,783	0.3%	\$2,244	0.3%	\$3,465	0.3%	10,693	0.3%
Ohio	1,108,580	3.8%	\$28,704	3.5%	\$43,348	3.5%	135,477	3.6%
Oklahoma	349,578	1.2%	\$9,742	1.2%	\$14,113	1.1%	46,359	1.2%
Oregon	371,824	1.3%	\$10,342	1.3%	\$13,063	1.1%	48,652	1.3%
Pennsylvania	1,181,141	4.1%	\$31,237	3.8%	\$44,772	3.6%	156,809	4.1%
Rhode Island	97,861	0.3%	\$2,753	0.3%	\$4,002	0.3%	12,825	0.3%
South Carolina	450,633	1.6%	\$11,438	1.4%	\$17,312	1.4%	56,462	1.5%
South Dakota	97,450	0.3%	\$2,308	0.3%	\$3,608	0.3%	13,867	0.4%
Tennessee	624,616	2.2%	\$17,549	2.1%	\$26,793	2.2%	78,608	2.1%
Texas	2,429,991	8.4%	\$69,109	8.4%	\$107,101	8.6%	316,748	8.3%
Utah	267,749	0.9%	\$7,494	0.9%	\$10,962	0.9%	35,563	0.9%
Vermont	67,048	0.2%	\$1,841	0.2%	\$2,693	0.2%	9,649	0.3%
Virginia	767,243	2.6%	\$20,545	2.5%	\$30,927	2.5%	87,997	2.3%
Washington	611,859	2.1%	\$20,193	2.5%	\$33,337	2.7%	75,409	2.0%
West Virginia	163,610	0.6%	\$3,972	0.5%	\$6,373	0.5%	21,568	0.6%
Wisconsin	577,157	2.0%	\$13,916	1.7%	\$20,113	1.6%	71,793	1.9%
Wyoming	59,708	0.2%	\$1,580	0.2%	\$2,614	0.2%	8,676	0.2%
<b>U.S. Total</b>	<b>28,984,100</b>	<b>100%</b>	<b>\$822,526</b>	<b>100%</b>	<b>\$1,242,421</b>	<b>100%</b>	<b>3,793,621</b>	<b>100%</b>

Source: PwC calculations using data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.  
 Details may not add to totals due to rounding.

**Table 11b. Direct Impact of the Retail Industry by State, 2012**  
(Sorted by Direct Employment)

State	Direct Employment		Direct Labor Income		Direct GDP		Retail Establishments	
	Jobs	Percent of US Retail	(\$ Mil)	Percent of US Retail	(\$ Mil)	Percent of US Retail	Units	Percent of US Retail
California	3,211,805	11.1%	\$105,033	12.8%	\$159,356	12.8%	418,840	11.0%
Texas	2,429,991	8.4%	\$69,109	8.4%	\$107,101	8.6%	316,748	8.3%
Florida	1,839,604	6.3%	\$52,807	6.4%	\$80,381	6.5%	273,723	7.2%
New York	1,705,830	5.9%	\$55,343	6.7%	\$85,436	6.9%	260,383	6.9%
Pennsylvania	1,181,141	4.1%	\$31,237	3.8%	\$44,772	3.6%	156,809	4.1%
Illinois	1,146,544	4.0%	\$32,827	4.0%	\$50,179	4.0%	144,715	3.8%
Ohio	1,108,580	3.8%	\$28,704	3.5%	\$43,348	3.5%	135,477	3.6%
North Carolina	891,194	3.1%	\$23,235	2.8%	\$32,280	2.6%	116,271	3.1%
Georgia	888,477	3.1%	\$23,698	2.9%	\$35,943	2.9%	120,915	3.2%
Michigan	871,645	3.0%	\$22,218	2.7%	\$35,084	2.8%	112,825	3.0%
New Jersey	784,845	2.7%	\$25,942	3.2%	\$37,188	3.0%	106,473	2.8%
Virginia	767,243	2.6%	\$20,545	2.5%	\$30,927	2.5%	87,997	2.3%
Massachusetts	656,667	2.3%	\$19,552	2.4%	\$26,569	2.1%	73,594	1.9%
Tennessee	624,616	2.2%	\$17,549	2.1%	\$26,793	2.2%	78,608	2.1%
Indiana	616,600	2.1%	\$15,107	1.8%	\$23,338	1.9%	74,905	2.0%
Washington	611,859	2.1%	\$20,193	2.5%	\$33,337	2.7%	75,409	2.0%
Missouri	593,850	2.0%	\$15,250	1.9%	\$22,554	1.8%	72,776	1.9%
Wisconsin	577,157	2.0%	\$13,916	1.7%	\$20,113	1.6%	71,793	1.9%
Arizona	565,232	2.0%	\$17,081	2.1%	\$28,624	2.3%	64,453	1.7%
Maryland	539,912	1.9%	\$16,098	2.0%	\$23,845	1.9%	68,283	1.8%
Minnesota	539,661	1.9%	\$13,606	1.7%	\$20,755	1.7%	69,574	1.8%
Colorado	515,449	1.8%	\$14,524	1.8%	\$21,808	1.8%	67,802	1.8%
South Carolina	450,633	1.6%	\$11,438	1.4%	\$17,312	1.4%	56,462	1.5%
Louisiana	434,207	1.5%	\$11,673	1.4%	\$18,589	1.5%	57,249	1.5%
Alabama	428,748	1.5%	\$10,729	1.3%	\$17,020	1.4%	57,667	1.5%
Kentucky	399,829	1.4%	\$10,030	1.2%	\$14,703	1.2%	52,746	1.4%
Oregon	371,824	1.3%	\$10,342	1.3%	\$13,063	1.1%	48,652	1.3%
Oklahoma	349,578	1.2%	\$9,742	1.2%	\$14,113	1.1%	46,359	1.2%
Connecticut	337,492	1.2%	\$11,134	1.4%	\$16,074	1.3%	41,900	1.1%
Iowa	324,239	1.1%	\$7,565	0.9%	\$11,242	0.9%	43,150	1.1%
Kansas	284,238	1.0%	\$7,188	0.9%	\$11,782	0.9%	37,002	1.0%
Utah	267,749	0.9%	\$7,494	0.9%	\$10,962	0.9%	35,563	0.9%
Nevada	265,122	0.9%	\$8,091	1.0%	\$12,928	1.0%	31,028	0.8%
Mississippi	254,562	0.9%	\$6,394	0.8%	\$10,276	0.8%	35,436	0.9%
Arkansas	252,283	0.9%	\$6,335	0.8%	\$9,937	0.8%	35,435	0.9%
Nebraska	199,985	0.7%	\$4,812	0.6%	\$7,273	0.6%	25,801	0.7%
New Mexico	180,980	0.6%	\$4,737	0.6%	\$7,012	0.6%	22,351	0.6%
West Virginia	163,610	0.6%	\$3,972	0.5%	\$6,373	0.5%	21,568	0.6%
New Hampshire	159,845	0.6%	\$4,921	0.6%	\$6,260	0.5%	18,467	0.5%
Idaho	149,029	0.5%	\$3,775	0.5%	\$5,583	0.4%	22,246	0.6%
Hawaii	148,702	0.5%	\$4,280	0.5%	\$6,988	0.6%	18,439	0.5%
Maine	145,239	0.5%	\$3,830	0.5%	\$5,773	0.5%	19,534	0.5%
Montana	110,964	0.4%	\$2,760	0.3%	\$3,506	0.3%	16,449	0.4%
Rhode Island	97,861	0.3%	\$2,753	0.3%	\$4,002	0.3%	12,825	0.3%
South Dakota	97,450	0.3%	\$2,308	0.3%	\$3,608	0.3%	13,867	0.4%
Delaware	93,802	0.3%	\$2,581	0.3%	\$3,610	0.3%	10,973	0.3%
North Dakota	86,783	0.3%	\$2,244	0.3%	\$3,465	0.3%	10,693	0.3%
District of Columbia	67,813	0.2%	\$2,202	0.3%	\$3,103	0.2%	6,757	0.2%
Vermont	67,048	0.2%	\$1,841	0.2%	\$2,693	0.2%	9,649	0.3%
Alaska	66,875	0.2%	\$2,198	0.3%	\$2,828	0.2%	8,304	0.2%
Wyoming	59,708	0.2%	\$1,580	0.2%	\$2,614	0.2%	8,676	0.2%
<b>US Total</b>	<b>28,984,100</b>	<b>100%</b>	<b>\$822,526</b>	<b>100%</b>	<b>\$1,242,421</b>	<b>100%</b>	<b>3,793,621</b>	<b>100%</b>

Source: PwC calculations using data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.  
Details may not add to totals due to rounding.

**Table 11c. Per Capita GDP Directly Attributable to the Retail Industry  
by State, 2012  
(Sorted by Per Capita GDP)**

State	Direct GDP Per Capita (\$)
Hawaii	\$5,019
North Dakota	\$4,953
District of Columbia	\$4,907
Washington	\$4,834
New Hampshire	\$4,740
Nevada	\$4,686
Wyoming	\$4,535
Connecticut	\$4,477
Arizona	\$4,368
New York	\$4,366
Maine	\$4,343
South Dakota	\$4,329
Vermont	\$4,302
Colorado	\$4,204
New Jersey	\$4,195
California	\$4,189
Florida	\$4,161
Tennessee	\$4,150
Texas	\$4,110
Kansas	\$4,083
Maryland	\$4,052
Louisiana	\$4,039
Massachusetts	\$3,998
Delaware	\$3,936
Nebraska	\$3,920
Illinois	\$3,897
Alaska	\$3,866
Minnesota	\$3,858
Utah	\$3,839
Rhode Island	\$3,810
Virginia	\$3,778
Ohio	\$3,755
Missouri	\$3,745
Oklahoma	\$3,700
South Carolina	\$3,665
Iowa	\$3,657
Georgia	\$3,623
Indiana	\$3,570
Michigan	\$3,550
Alabama	\$3,530
Wisconsin	\$3,512
Pennsylvania	\$3,508
Idaho	\$3,499
Montana	\$3,488
Mississippi	\$3,443
West Virginia	\$3,435
Arkansas	\$3,369
New Mexico	\$3,362
Kentucky	\$3,357
Oregon	\$3,350
North Carolina	\$3,310
<b>US Average</b>	<b>\$3,958</b>

Source: PwC calculations using data from the US Bureau of Economic Analysis and the Census Bureau for the retail industry, including food services and drinking places.

**Table 11d. Per Capita Labor Income Directly Attributable to the Retail Industry by State, 2012  
(Sorted by Per Capita Labor Income)**

State	Direct Labor Income Per Capita (\$)
New Hampshire	\$3,726
District of Columbia	\$3,483
North Dakota	\$3,207
Connecticut	\$3,101
Hawaii	\$3,074
Alaska	\$3,004
Massachusetts	\$2,942
Vermont	\$2,941
Nevada	\$2,933
Washington	\$2,928
New Jersey	\$2,927
Maine	\$2,882
New York	\$2,828
Delaware	\$2,815
Colorado	\$2,800
South Dakota	\$2,769
California	\$2,761
Montana	\$2,746
Wyoming	\$2,741
Maryland	\$2,736
Florida	\$2,734
Tennessee	\$2,718
Oregon	\$2,652
Texas	\$2,652
Utah	\$2,625
Rhode Island	\$2,621
Arizona	\$2,606
Nebraska	\$2,593
Oklahoma	\$2,554
Illinois	\$2,550
Louisiana	\$2,537
Missouri	\$2,532
Minnesota	\$2,529
Virginia	\$2,510
Kansas	\$2,491
Ohio	\$2,486
Iowa	\$2,461
Pennsylvania	\$2,447
Wisconsin	\$2,430
South Carolina	\$2,421
Georgia	\$2,389
North Carolina	\$2,383
Idaho	\$2,366
Indiana	\$2,311
Kentucky	\$2,290
New Mexico	\$2,271
Michigan	\$2,248
Alabama	\$2,225
Arkansas	\$2,148
Mississippi	\$2,142
West Virginia	\$2,141
<b>US Average</b>	<b>\$2,620</b>

Source: PwC calculations using data from the US Bureau of Economic Analysis and the Census Bureau for the retail industry, including food services and drinking places.

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## **Total Economic Impact**

**Table 12a** shows the retail industry's state-by-state total *operational* impact (direct, indirect, and induced) in terms of jobs, labor income (including wages and salaries and benefits as well as proprietors' income), and GDP, with the states listed alphabetically. **Table 12b** is the same as **Table 12a**, except that the states are ranked in order of the industry's total employment impact as a percent of each state's total employment. The state-level results, as explained earlier, do not include the economic impact of the industry's capital investment in 2012 due to data limitations.

As a percent of each state's total employment, the retail industry's total employment impact from its operations ranged from 11.2 percent (the District of Columbia) to 26.4 percent (New Hampshire) in 2012. Counting the direct, indirect, and induced impacts, the retail industry supported 20 percent or more of the total employment in 49 states in 2012, with only Alaska and the District of Columbia accounting for less than 20 percent.

As a percent of each state's total labor income (including wages and salaries and benefits as well as proprietors' income), the total labor income impact attributable to the retail industry's operations ranged from 5.8 percent (the District of Columbia) to one in every five dollars of labor income (Florida) in 2012. The retail industry's total labor income impact exceeded 12.0 percent of the state total in all 50 states.

As a percent of each state's economy, the retail industry's total GDP impact from its operations ranged from 6.1 percent (the District of Columbia) to one in every five dollars of GDP (Florida) in 2012. The retail industry's total GDP impact accounted for at least 11.0 percent of the state total in all 50 states.

**Table 12a. Total Operational Impact of the Retail Industry by State in 2012  
(Sorted Alphabetically)**

State	Employment		Labor Income		GDP	
	Jobs	Percent of State Retail	(\$ Mil)	Percent of State Retail	(\$ Mil)	Percent of State Retail
Alabama	590,620	23.3%	\$18,197	15.7%	\$30,697	16.2%
Alaska	91,051	19.9%	\$3,658	12.6%	\$6,101	10.2%
Arizona	828,479	24.8%	\$30,658	18.8%	\$53,613	19.7%
Arkansas	352,944	22.4%	\$10,851	15.9%	\$18,373	15.4%
California	4,713,568	22.8%	\$204,975	16.1%	\$329,995	15.5%
Colorado	749,560	22.9%	\$28,343	16.1%	\$45,351	16.3%
Connecticut	472,518	21.2%	\$21,123	14.2%	\$34,161	14.1%
Delaware	127,103	23.8%	\$4,593	14.8%	\$8,129	13.4%
District of Columbia	93,420	11.2%	\$4,811	5.8%	\$6,780	6.1%
Florida	2,698,722	26.0%	\$96,167	20.5%	\$158,440	20.6%
Georgia	1,280,578	23.5%	\$44,916	16.6%	\$75,615	17.3%
Hawaii	205,207	23.8%	\$7,187	16.3%	\$12,241	16.9%
Idaho	210,486	23.7%	\$6,505	17.6%	\$10,403	17.9%
Illinois	1,654,599	22.1%	\$65,437	15.0%	\$106,856	15.2%
Indiana	853,584	23.3%	\$26,973	15.3%	\$46,164	15.0%
Iowa	454,429	22.7%	\$14,181	14.5%	\$23,641	15.1%
Kansas	400,302	21.7%	\$12,981	14.6%	\$21,872	15.7%
Kentucky	556,035	23.1%	\$17,121	15.6%	\$28,493	16.0%
Louisiana	603,007	23.2%	\$20,007	15.3%	\$37,042	14.7%
Maine	204,131	25.5%	\$6,514	18.8%	\$10,491	19.7%
Maryland	755,679	21.9%	\$29,337	14.0%	\$46,351	13.8%
Massachusetts	928,216	21.8%	\$39,380	14.1%	\$57,811	13.4%
Michigan	1,250,666	23.8%	\$42,146	16.1%	\$69,795	16.7%
Minnesota	781,953	22.2%	\$27,743	14.6%	\$46,206	15.5%
Mississippi	348,752	22.8%	\$10,329	16.0%	\$17,843	17.6%
Missouri	849,274	23.9%	\$28,579	16.7%	\$45,242	16.8%
Montana	156,058	24.7%	\$4,548	17.7%	\$6,874	16.3%
Nebraska	282,296	22.8%	\$9,194	14.6%	\$14,800	14.4%
Nevada	371,642	24.2%	\$13,556	18.3%	\$23,304	18.1%
New Hampshire	219,277	26.4%	\$8,263	19.1%	\$12,185	18.4%
New Jersey	1,119,903	22.1%	\$48,933	15.1%	\$76,649	14.5%
New Mexico	242,859	22.6%	\$7,652	15.3%	\$12,538	14.1%
New York	2,392,260	20.9%	\$108,543	13.7%	\$174,026	13.6%
North Carolina	1,258,765	23.3%	\$41,739	16.0%	\$70,490	15.6%
North Dakota	117,410	20.9%	\$3,858	12.4%	\$6,444	13.0%
Ohio	1,584,470	23.9%	\$53,873	16.0%	\$87,507	16.0%
Oklahoma	494,168	22.3%	\$16,668	15.2%	\$26,868	15.7%
Oregon	537,850	24.1%	\$18,513	17.0%	\$28,983	13.8%
Pennsylvania	1,681,602	23.1%	\$60,711	15.0%	\$95,948	15.2%
Rhode Island	135,877	22.9%	\$4,908	15.3%	\$7,770	15.1%
South Carolina	628,929	25.5%	\$19,243	17.5%	\$31,220	17.5%
South Dakota	134,301	23.5%	\$4,173	15.8%	\$6,699	15.3%
Tennessee	889,319	24.1%	\$31,552	17.3%	\$51,478	18.4%
Texas	3,509,910	23.2%	\$131,931	15.5%	\$223,693	15.3%
Utah	393,504	23.1%	\$13,257	17.1%	\$21,660	16.1%
Vermont	95,114	22.5%	\$3,080	16.6%	\$4,854	17.1%
Virginia	1,057,777	21.7%	\$38,311	13.5%	\$63,470	14.3%
Washington	859,334	22.1%	\$34,822	15.4%	\$59,822	15.3%
West Virginia	214,804	23.3%	\$6,363	15.1%	\$10,699	15.3%
Wisconsin	822,912	23.5%	\$26,578	15.5%	\$42,787	15.7%
Wyoming	79,631	20.3%	\$2,516	12.5%	\$4,882	11.7%
<b>U.S. Total</b>	<b>41,334,855</b>	<b>23.0%</b>	<b>\$1,535,498</b>	<b>15.6%</b>	<b>\$2,513,357</b>	<b>15.6%</b>

Source: PwC calculations using data from the US Bureau of Economic Analysis and the IMPLAN modeling system (2012 database) for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

**Table 12b. Total Operational Impact of the Retail Industry by State in 2012  
(Sorted by Job Share of State Total)**

State	Employment		Labor Income		GDP	
	Jobs	Percent of State Retail	(\$ Mil)	Percent of State Retail	(\$ Mil)	Percent of State Retail
New Hampshire	219,277	26.4%	\$8,263	19.1%	\$12,185	18.4%
Florida	2,698,722	26.0%	\$96,167	20.5%	\$158,440	20.6%
South Carolina	628,929	25.5%	\$19,243	17.5%	\$31,220	17.5%
Maine	204,131	25.5%	\$6,514	18.8%	\$10,491	19.7%
Arizona	828,479	24.8%	\$30,658	18.8%	\$53,613	19.7%
Montana	156,058	24.7%	\$4,548	17.7%	\$6,874	16.3%
Nevada	371,642	24.2%	\$13,556	18.3%	\$23,304	18.1%
Tennessee	889,319	24.1%	\$31,552	17.3%	\$51,478	18.4%
Oregon	537,850	24.1%	\$18,513	17.0%	\$28,983	13.8%
Ohio	1,584,470	23.9%	\$53,873	16.0%	\$87,507	16.0%
Missouri	849,274	23.9%	\$28,579	16.7%	\$45,242	16.8%
Michigan	1,250,666	23.8%	\$42,146	16.1%	\$69,795	16.7%
Hawaii	205,207	23.8%	\$7,187	16.3%	\$12,241	16.9%
Delaware	127,103	23.8%	\$4,593	14.8%	\$8,129	13.4%
Idaho	210,486	23.7%	\$6,505	17.6%	\$10,403	17.9%
Georgia	1,280,578	23.5%	\$44,916	16.6%	\$75,615	17.3%
Wisconsin	822,912	23.5%	\$26,578	15.5%	\$42,787	15.7%
South Dakota	134,301	23.5%	\$4,173	15.8%	\$6,699	15.3%
North Carolina	1,258,765	23.3%	\$41,739	16.0%	\$70,490	15.6%
Alabama	590,620	23.3%	\$18,197	15.7%	\$30,697	16.2%
Indiana	853,584	23.3%	\$26,973	15.3%	\$46,164	15.0%
West Virginia	214,804	23.3%	\$6,363	15.1%	\$10,699	15.3%
Texas	3,509,910	23.2%	\$131,931	15.5%	\$223,693	15.3%
Louisiana	603,007	23.2%	\$20,007	15.3%	\$37,042	14.7%
Kentucky	556,035	23.1%	\$17,121	15.6%	\$28,493	16.0%
Utah	393,504	23.1%	\$13,257	17.1%	\$21,660	16.1%
Pennsylvania	1,681,602	23.1%	\$60,711	15.0%	\$95,948	15.2%
Rhode Island	135,877	22.9%	\$4,908	15.3%	\$7,770	15.1%
Colorado	749,560	22.9%	\$28,343	16.1%	\$45,351	16.3%
California	4,713,568	22.8%	\$204,975	16.1%	\$329,995	15.5%
Mississippi	348,752	22.8%	\$10,329	16.0%	\$17,843	17.6%
Nebraska	282,296	22.8%	\$9,194	14.6%	\$14,800	14.4%
Iowa	454,429	22.7%	\$14,181	14.5%	\$23,641	15.1%
New Mexico	242,859	22.6%	\$7,652	15.3%	\$12,538	14.1%
Vermont	95,114	22.5%	\$3,080	16.6%	\$4,854	17.1%
Arkansas	352,944	22.4%	\$10,851	15.9%	\$18,373	15.4%
Oklahoma	494,168	22.3%	\$16,668	15.2%	\$26,868	15.7%
Minnesota	781,953	22.2%	\$27,743	14.6%	\$46,206	15.5%
Washington	859,334	22.1%	\$34,822	15.4%	\$59,822	15.3%
Illinois	1,654,599	22.1%	\$65,437	15.0%	\$106,856	15.2%
New Jersey	1,119,903	22.1%	\$48,933	15.1%	\$76,649	14.5%
Maryland	755,679	21.9%	\$29,337	14.0%	\$46,351	13.8%
Massachusetts	928,216	21.8%	\$39,380	14.1%	\$57,811	13.4%
Virginia	1,057,777	21.7%	\$38,311	13.5%	\$63,470	14.3%
Kansas	400,302	21.7%	\$12,981	14.6%	\$21,872	15.7%
Connecticut	472,518	21.2%	\$21,123	14.2%	\$34,161	14.1%
North Dakota	117,410	20.9%	\$3,858	12.4%	\$6,444	13.0%
New York	2,392,260	20.9%	\$108,543	13.7%	\$174,026	13.6%
Wyoming	79,631	20.3%	\$2,516	12.5%	\$4,882	11.7%
Alaska	91,051	19.9%	\$3,658	12.6%	\$6,101	10.2%
District of Columbia	93,420	11.2%	\$4,811	5.8%	\$6,780	6.1%
<b>U.S. Total</b>	<b>41,334,855</b>	<b>23.0%</b>	<b>\$1,535,498</b>	<b>15.6%</b>	<b>\$2,513,357</b>	<b>15.6%</b>

Source: PwC calculations using data from the US Bureau of Economic Analysis and the IMPLAN modeling system (2012 database) for the retail industry, including food services and drinking places. Details may not add to totals due to rounding.

The remainder of this section provides more details on the operational economic impacts of the retail industry at the state level.

**Table 13a** shows the *direct, indirect, induced, and total* employment impact of the retail industry from its operations in the 50 states and the District of Columbia, with the states listed alphabetically. **Table 13b** is the same as **Table 13a** except that the states are ranked in order of the industry's total employment impact from its operations as a percent of each state's total number of full-time and part-time jobs. Using this metric, the top 15 states in 2012 were New Hampshire (26.4 percent), Florida (26.0 percent), South Carolina (25.5 percent), Maine (25.5 percent), Arizona (24.8 percent), Montana (24.7 percent), Nevada (24.2 percent), Tennessee (24.1 percent), Oregon (24.1 percent), Ohio (23.9 percent), Missouri (23.9 percent), Michigan (23.8 percent), Hawaii (23.8 percent), Delaware (23.8 percent), and Idaho (23.7 percent).

**Table 14a** shows the *direct, indirect, induced, and total* labor income impact of the retail industry from its operations in the 50 states and the District of Columbia, with the states listed alphabetically. **Table 14b** is the same as **Table 14a** except the states are ranked in order of the industry's total impact from its operations as a percent of each state's total labor income. Using this metric, the top 15 states in 2012 were Florida (20.5 percent), New Hampshire (19.1 percent), Maine (18.8 percent), Arizona (18.8 percent), Nevada (18.3 percent), Montana (17.7 percent), Idaho (17.6 percent), South Carolina (17.5 percent), Tennessee (17.3 percent), Utah (17.1 percent), Oregon (17.0 percent), Missouri (16.7 percent), Georgia (16.6 percent), Vermont (16.6 percent), and Hawaii (16.3 percent).

**Table 15a** shows the *direct, indirect, induced, and total* GDP impact of the retail industry from its operations in the 50 states and the District of Columbia, with the states listed alphabetically. **Table 15b** is the same as **Table 15a** except that the states are ranked in order of the industry's total impact from its operations as a percent of each state's GDP. The top 15 states in 2012 were Florida (20.6 percent), Arizona (19.7 percent), Maine (19.7 percent), New Hampshire (18.4 percent), Tennessee (18.4 percent), Nevada (18.1 percent), Idaho (17.9 percent), Mississippi (17.6 percent), South Carolina (17.5 percent), Georgia (17.3 percent), Vermont (17.1 percent), Hawaii (16.9 percent), Missouri (16.8 percent), Michigan (16.7 percent), and Montana (16.3 percent).

**Table 13a. Employment Impact of the Retail Industry’s Operations by State  
(Sorted Alphabetically), 2012**

State	Direct	Indirect	Induced	Total	Total Impact as a % of State Total Jobs
Alabama	428,748	62,501	99,371	590,620	23.3%
Alaska	66,875	8,437	15,739	91,051	19.9%
Arizona	565,232	90,971	172,276	828,479	24.8%
Arkansas	252,283	38,883	61,778	352,944	22.4%
California	3,211,805	530,658	971,104	4,713,568	22.8%
Colorado	515,449	84,264	149,847	749,560	22.9%
Connecticut	337,492	45,653	89,373	472,518	21.2%
Delaware	93,802	12,089	21,212	127,103	23.8%
District of Columbia	67,813	8,025	17,582	93,420	11.2%
Florida	1,839,604	306,162	552,956	2,698,722	26.0%
Georgia	888,477	144,062	248,039	1,280,578	23.5%
Hawaii	148,702	20,708	35,798	205,207	23.8%
Idaho	149,029	22,937	38,521	210,486	23.7%
Illinois	1,146,544	178,405	329,650	1,654,599	22.1%
Indiana	616,600	89,054	147,930	853,584	23.3%
Iowa	324,239	51,148	79,042	454,429	22.7%
Kansas	284,238	44,306	71,758	400,302	21.7%
Kentucky	399,829	60,817	95,389	556,035	23.1%
Louisiana	434,207	59,862	108,938	603,007	23.2%
Maine	145,239	21,326	37,567	204,131	25.5%
Maryland	539,912	76,117	139,649	755,679	21.9%
Massachusetts	656,667	92,050	179,499	928,216	21.8%
Michigan	871,645	138,124	240,897	1,250,666	23.8%
Minnesota	539,661	88,077	154,215	781,953	22.2%
Mississippi	254,562	36,244	57,946	348,752	22.8%
Missouri	593,850	94,849	160,575	849,274	23.9%
Montana	110,964	16,569	28,525	156,058	24.7%
Nebraska	199,985	32,063	50,248	282,296	22.8%
Nevada	265,122	37,075	69,445	371,642	24.2%
New Hampshire	159,845	20,311	39,121	219,277	26.4%
New Jersey	784,845	113,512	221,547	1,119,903	22.1%
New Mexico	180,980	22,154	39,726	242,859	22.6%
New York	1,705,830	226,093	460,337	2,392,260	20.9%
North Carolina	891,194	137,298	230,274	1,258,765	23.3%
North Dakota	86,783	11,578	19,049	117,410	20.9%
Ohio	1,108,580	174,005	301,885	1,584,470	23.9%
Oklahoma	349,578	54,024	90,566	494,168	22.3%
Oregon	371,824	61,359	104,667	537,850	24.1%
Pennsylvania	1,181,141	178,343	322,118	1,681,602	23.1%
Rhode Island	97,861	12,835	25,182	135,877	22.9%
South Carolina	450,633	66,058	112,238	628,929	25.5%
South Dakota	97,450	14,043	22,808	134,301	23.5%
Tennessee	624,616	95,511	169,192	889,319	24.1%
Texas	2,429,991	394,555	685,363	3,509,910	23.2%
Utah	267,749	44,578	81,177	393,504	23.1%
Vermont	67,048	9,790	18,276	95,114	22.5%
Virginia	767,243	109,072	181,462	1,057,777	21.7%
Washington	611,859	83,758	163,717	859,334	22.1%
West Virginia	163,610	18,233	32,962	214,804	23.3%
Wisconsin	577,157	93,481	152,274	822,912	23.5%
Wyoming	59,708	7,552	12,371	79,631	20.3%
<b>U.S. Total</b>	<b>28,984,100</b>	<b>4,439,577</b>	<b>7,911,178</b>	<b>41,334,855</b>	<b>23.0%</b>

Source: PwC calculations using data from the US Bureau of Economic Analysis and the IMPLAN modeling system (2012 database) for the retail industry, including food services and drinking places. Details may not add to totals due to rounding.

**Table 13b. Employment Impact of the Retail Industry's Operations by State  
(Sorted by Job Share), 2012**

State	Direct	Indirect	Induced	Total	Total Impact as a % of State Total Jobs
New Hampshire	159,845	20,311	39,121	219,277	26.4%
Florida	1,839,604	306,162	552,956	2,698,722	26.0%
South Carolina	450,633	66,058	112,238	628,929	25.5%
Maine	145,239	21,326	37,567	204,131	25.5%
Arizona	565,232	90,971	172,276	828,479	24.8%
Montana	110,964	16,569	28,525	156,058	24.7%
Nevada	265,122	37,075	69,445	371,642	24.2%
Tennessee	624,616	95,511	169,192	889,319	24.1%
Oregon	371,824	61,359	104,667	537,850	24.1%
Ohio	1,108,580	174,005	301,885	1,584,470	23.9%
Missouri	593,850	94,849	160,575	849,274	23.9%
Michigan	871,645	138,124	240,897	1,250,666	23.8%
Hawaii	148,702	20,708	35,798	205,207	23.8%
Delaware	93,802	12,089	21,212	127,103	23.8%
Idaho	149,029	22,937	38,521	210,486	23.7%
Georgia	888,477	144,062	248,039	1,280,578	23.5%
Wisconsin	577,157	93,481	152,274	822,912	23.5%
South Dakota	97,450	14,043	22,808	134,301	23.5%
North Carolina	891,194	137,298	230,274	1,258,765	23.3%
Alabama	428,748	62,501	99,371	590,620	23.3%
Indiana	616,600	89,054	147,930	853,584	23.3%
West Virginia	163,610	18,233	32,962	214,804	23.3%
Texas	2,429,991	394,555	685,363	3,509,910	23.2%
Louisiana	434,207	59,862	108,938	603,007	23.2%
Kentucky	399,829	60,817	95,389	556,035	23.1%
Utah	267,749	44,578	81,177	393,504	23.1%
Pennsylvania	1,181,141	178,343	322,118	1,681,602	23.1%
Rhode Island	97,861	12,835	25,182	135,877	22.9%
Colorado	515,449	84,264	149,847	749,560	22.9%
California	3,211,805	530,658	971,104	4,713,568	22.8%
Mississippi	254,562	36,244	57,946	348,752	22.8%
Nebraska	199,985	32,063	50,248	282,296	22.8%
Iowa	324,239	51,148	79,042	454,429	22.7%
New Mexico	180,980	22,154	39,726	242,859	22.6%
Vermont	67,048	9,790	18,276	95,114	22.5%
Arkansas	252,283	38,883	61,778	352,944	22.4%
Oklahoma	349,578	54,024	90,566	494,168	22.3%
Minnesota	539,661	88,077	154,215	781,953	22.2%
Washington	611,859	83,758	163,717	859,334	22.1%
Illinois	1,146,544	178,405	329,650	1,654,599	22.1%
New Jersey	784,845	113,512	221,547	1,119,903	22.1%
Maryland	539,912	76,117	139,649	755,679	21.9%
Massachusetts	656,667	92,050	179,499	928,216	21.8%
Virginia	767,243	109,072	181,462	1,057,777	21.7%
Kansas	284,238	44,306	71,758	400,302	21.7%
Connecticut	337,492	45,653	89,373	472,518	21.2%
North Dakota	86,783	11,578	19,049	117,410	20.9%
New York	1,705,830	226,093	460,337	2,392,260	20.9%
Wyoming	59,708	7,552	12,371	79,631	20.3%
Alaska	66,875	8,437	15,739	91,051	19.9%
District of Columbia	67,813	8,025	17,582	93,420	11.2%
<b>U.S. Total</b>	<b>28,984,100</b>	<b>4,439,577</b>	<b>7,911,178</b>	<b>41,334,855</b>	<b>23.0%</b>

Source: PwC calculations using data from the US Bureau of Economic Analysis and the IMPLAN modeling system (2012 database) for the retail industry, including food services and drinking places. Details may not add to totals due to rounding.

**Table 14a. Impact of the Retail Industry’s Operations on Labor Income by State  
(Sorted Alphabetically), 2012 (\$ Million)**

State	Direct	Indirect	Induced	Total	Total Impact as a % of State Total Labor Income
Alabama	\$10,729	\$3,016	\$4,452	\$18,197	15.7%
Alaska	\$2,198	\$552	\$908	\$3,658	12.6%
Arizona	\$17,081	\$4,893	\$8,684	\$30,658	18.8%
Arkansas	\$6,335	\$1,812	\$2,703	\$10,851	15.9%
California	\$105,033	\$38,421	\$61,521	\$204,975	16.1%
Colorado	\$14,524	\$5,420	\$8,399	\$28,343	16.1%
Connecticut	\$11,134	\$3,616	\$6,372	\$21,123	14.2%
Delaware	\$2,581	\$798	\$1,214	\$4,593	14.8%
District of Columbia	\$2,202	\$953	\$1,656	\$4,811	5.8%
Florida	\$52,807	\$16,297	\$27,064	\$96,167	20.5%
Georgia	\$23,698	\$8,487	\$12,730	\$44,916	16.6%
Hawaii	\$4,280	\$1,126	\$1,781	\$7,187	16.3%
Idaho	\$3,775	\$1,090	\$1,640	\$6,505	17.6%
Illinois	\$32,827	\$12,515	\$20,095	\$65,437	15.0%
Indiana	\$15,107	\$4,517	\$7,349	\$26,973	15.3%
Iowa	\$7,565	\$2,736	\$3,880	\$14,181	14.5%
Kansas	\$7,188	\$2,321	\$3,472	\$12,981	14.6%
Kentucky	\$10,030	\$2,786	\$4,305	\$17,121	15.6%
Louisiana	\$11,673	\$3,155	\$5,180	\$20,007	15.3%
Maine	\$3,830	\$1,003	\$1,681	\$6,514	18.8%
Maryland	\$16,098	\$5,116	\$8,122	\$29,337	14.0%
Massachusetts	\$19,552	\$7,325	\$12,502	\$39,380	14.1%
Michigan	\$22,218	\$7,829	\$12,098	\$42,146	16.1%
Minnesota	\$13,606	\$5,504	\$8,633	\$27,743	14.6%
Mississippi	\$6,394	\$1,539	\$2,397	\$10,329	16.0%
Missouri	\$15,250	\$5,288	\$8,041	\$28,579	16.7%
Montana	\$2,760	\$680	\$1,108	\$4,548	17.7%
Nebraska	\$4,812	\$1,825	\$2,557	\$9,194	14.6%
Nevada	\$8,091	\$2,029	\$3,436	\$13,556	18.3%
New Hampshire	\$4,921	\$1,198	\$2,144	\$8,263	19.1%
New Jersey	\$25,942	\$8,571	\$14,420	\$48,933	15.1%
New Mexico	\$4,737	\$1,123	\$1,793	\$7,653	15.3%
New York	\$55,343	\$19,497	\$33,703	\$108,543	13.7%
North Carolina	\$23,235	\$7,292	\$11,212	\$41,739	16.0%
North Dakota	\$2,244	\$650	\$964	\$3,858	12.4%
Ohio	\$28,704	\$9,817	\$15,351	\$53,873	16.0%
Oklahoma	\$9,742	\$2,622	\$4,303	\$16,668	15.2%
Oregon	\$10,342	\$3,165	\$5,006	\$18,513	17.0%
Pennsylvania	\$31,237	\$11,254	\$18,220	\$60,711	15.0%
Rhode Island	\$2,753	\$772	\$1,383	\$4,908	15.3%
South Carolina	\$11,438	\$3,183	\$4,622	\$19,243	17.5%
South Dakota	\$2,308	\$747	\$1,118	\$4,173	15.8%
Tennessee	\$17,549	\$5,149	\$8,854	\$31,552	17.3%
Texas	\$69,109	\$24,142	\$38,680	\$131,931	15.5%
Utah	\$7,494	\$2,174	\$3,590	\$13,257	17.1%
Vermont	\$1,841	\$453	\$786	\$3,080	16.6%
Virginia	\$20,545	\$7,369	\$10,397	\$38,311	13.5%
Washington	\$20,193	\$5,422	\$9,207	\$34,822	15.4%
West Virginia	\$3,972	\$892	\$1,499	\$6,363	15.1%
Wisconsin	\$13,916	\$5,008	\$7,654	\$26,578	15.5%
Wyoming	\$1,580	\$367	\$569	\$2,516	12.5%
<b>U.S. Total</b>	<b>\$822,526</b>	<b>\$273,518</b>	<b>\$439,454</b>	<b>\$1,535,498</b>	<b>15.6%</b>

Source: PwC calculations using data from the US Bureau of Economic Analysis and the IMPLAN modeling system (2012 database) for the retail industry, including food services and drinking places. Details may not add to totals due to rounding.

**Table 14b. Impact of the Retail Industry's Operations on Labor Income by State  
(Sorted by Labor Income Share), 2012 (\$ Million)**

State	Direct	Indirect	Induced	Total	Total Impact as a % of State Total Labor Income
Florida	\$52,807	\$16,297	\$27,064	\$96,167	20.5%
New Hampshire	\$4,921	\$1,198	\$2,144	\$8,263	19.1%
Maine	\$3,830	\$1,003	\$1,681	\$6,514	18.8%
Arizona	\$17,081	\$4,893	\$8,684	\$30,658	18.8%
Nevada	\$8,091	\$2,029	\$3,436	\$13,556	18.3%
Montana	\$2,760	\$680	\$1,108	\$4,548	17.7%
Idaho	\$3,775	\$1,090	\$1,640	\$6,505	17.6%
South Carolina	\$11,438	\$3,183	\$4,622	\$19,243	17.5%
Tennessee	\$17,549	\$5,149	\$8,854	\$31,552	17.3%
Utah	\$7,494	\$2,174	\$3,590	\$13,257	17.1%
Oregon	\$10,342	\$3,165	\$5,006	\$18,513	17.0%
Missouri	\$15,250	\$5,288	\$8,041	\$28,579	16.7%
Georgia	\$23,698	\$8,487	\$12,730	\$44,916	16.6%
Vermont	\$1,841	\$453	\$786	\$3,080	16.6%
Hawaii	\$4,280	\$1,126	\$1,781	\$7,187	16.3%
Colorado	\$14,524	\$5,420	\$8,399	\$28,343	16.1%
Michigan	\$22,218	\$7,829	\$12,098	\$42,146	16.1%
California	\$105,033	\$38,421	\$61,521	\$204,975	16.1%
Mississippi	\$6,394	\$1,539	\$2,397	\$10,329	16.0%
North Carolina	\$23,235	\$7,292	\$11,212	\$41,739	16.0%
Ohio	\$28,704	\$9,817	\$15,351	\$53,873	16.0%
Arkansas	\$6,335	\$1,812	\$2,703	\$10,851	15.9%
South Dakota	\$2,308	\$747	\$1,118	\$4,173	15.8%
Alabama	\$10,729	\$3,016	\$4,452	\$18,197	15.7%
Kentucky	\$10,030	\$2,786	\$4,305	\$17,121	15.6%
Texas	\$69,109	\$24,142	\$38,680	\$131,931	15.5%
Wisconsin	\$13,916	\$5,008	\$7,654	\$26,578	15.5%
Washington	\$20,193	\$5,422	\$9,207	\$34,822	15.4%
Indiana	\$15,107	\$4,517	\$7,349	\$26,973	15.3%
Rhode Island	\$2,753	\$772	\$1,383	\$4,908	15.3%
Louisiana	\$11,673	\$3,155	\$5,180	\$20,007	15.3%
New Mexico	\$4,737	\$1,123	\$1,793	\$7,652	15.3%
Oklahoma	\$9,742	\$2,622	\$4,303	\$16,668	15.2%
New Jersey	\$25,942	\$8,571	\$14,420	\$48,933	15.1%
West Virginia	\$3,972	\$892	\$1,499	\$6,363	15.1%
Pennsylvania	\$31,237	\$11,254	\$18,220	\$60,711	15.0%
Illinois	\$32,827	\$12,515	\$20,095	\$65,437	15.0%
Delaware	\$2,581	\$798	\$1,214	\$4,593	14.8%
Minnesota	\$13,606	\$5,504	\$8,633	\$27,743	14.6%
Kansas	\$7,188	\$2,321	\$3,472	\$12,981	14.6%
Nebraska	\$4,812	\$1,825	\$2,557	\$9,194	14.6%
Iowa	\$7,565	\$2,736	\$3,880	\$14,181	14.5%
Connecticut	\$11,134	\$3,616	\$6,372	\$21,123	14.2%
Massachusetts	\$19,552	\$7,325	\$12,502	\$39,380	14.1%
Maryland	\$16,098	\$5,116	\$8,122	\$29,337	14.0%
New York	\$55,343	\$19,497	\$33,703	\$108,543	13.7%
Virginia	\$20,545	\$7,369	\$10,397	\$38,311	13.5%
Alaska	\$2,198	\$552	\$908	\$3,658	12.6%
Wyoming	\$1,580	\$367	\$569	\$2,516	12.5%
North Dakota	\$2,244	\$650	\$964	\$3,858	12.4%
District of Columbia	\$2,202	\$953	\$1,656	\$4,811	5.8%
<b>U.S. Total</b>	<b>\$822,526</b>	<b>\$273,518</b>	<b>\$439,454</b>	<b>\$1,535,498</b>	<b>15.6%</b>

Source: PwC calculations using data from the US Bureau of Economic Analysis and the IMPLAN modeling system (2012 database) for the retail industry, including food services and drinking places. Details may not add to totals due to rounding.

**Table 15a. Impact of the Retail Industry's Operations on GDP by State  
(Sorted Alphabetically), 2012 (\$ Million)**

State	Direct	Indirect	Induced	Total	Total Impact as a % of State Total GDP
Alabama	\$17,020	\$5,487	\$8,191	\$30,697	16.2%
Alaska	\$2,828	\$1,179	\$2,094	\$6,101	10.2%
Arizona	\$28,624	\$9,008	\$15,982	\$53,613	19.7%
Arkansas	\$9,937	\$3,414	\$5,022	\$18,373	15.4%
California	\$159,356	\$62,577	\$108,062	\$329,995	15.5%
Colorado	\$21,808	\$8,995	\$14,549	\$45,351	16.3%
Connecticut	\$16,074	\$6,537	\$11,550	\$34,161	14.1%
Delaware	\$3,610	\$1,741	\$2,778	\$8,129	13.4%
District of Columbia	\$3,103	\$1,365	\$2,312	\$6,780	6.1%
Florida	\$80,381	\$29,168	\$48,892	\$158,440	20.6%
Georgia	\$35,943	\$16,037	\$23,635	\$75,615	17.3%
Hawaii	\$6,988	\$1,998	\$3,255	\$12,241	16.9%
Idaho	\$5,583	\$1,897	\$2,923	\$10,403	17.9%
Illinois	\$50,179	\$21,430	\$35,248	\$106,856	15.2%
Indiana	\$23,338	\$8,633	\$14,193	\$46,164	15.0%
Iowa	\$11,242	\$5,050	\$7,349	\$23,641	15.1%
Kansas	\$11,782	\$4,046	\$6,044	\$21,872	15.7%
Kentucky	\$14,703	\$5,455	\$8,335	\$28,493	16.0%
Louisiana	\$18,589	\$6,867	\$11,585	\$37,042	14.7%
Maine	\$5,773	\$1,732	\$2,986	\$10,491	19.7%
Maryland	\$23,845	\$8,506	\$14,000	\$46,351	13.8%
Massachusetts	\$26,569	\$11,457	\$19,785	\$57,811	13.4%
Michigan	\$35,084	\$13,531	\$21,180	\$69,795	16.7%
Minnesota	\$20,755	\$9,947	\$15,504	\$46,206	15.5%
Mississippi	\$10,276	\$2,983	\$4,584	\$17,843	17.6%
Missouri	\$22,554	\$8,922	\$13,766	\$45,242	16.8%
Montana	\$3,506	\$1,282	\$2,086	\$6,874	16.3%
Nebraska	\$7,273	\$3,090	\$4,437	\$14,800	14.4%
Nevada	\$12,928	\$3,748	\$6,628	\$23,304	18.1%
New Hampshire	\$6,260	\$2,076	\$3,849	\$12,185	18.4%
New Jersey	\$37,188	\$14,622	\$24,839	\$76,649	14.5%
New Mexico	\$7,012	\$2,065	\$3,462	\$12,538	14.1%
New York	\$85,436	\$32,838	\$55,752	\$174,026	13.6%
North Carolina	\$32,280	\$14,745	\$23,465	\$70,490	15.6%
North Dakota	\$3,465	\$1,200	\$1,780	\$6,444	13.0%
Ohio	\$43,348	\$17,112	\$27,047	\$87,507	16.0%
Oklahoma	\$14,113	\$4,898	\$7,857	\$26,868	15.7%
Oregon	\$13,063	\$5,964	\$9,957	\$28,983	13.8%
Pennsylvania	\$44,772	\$19,296	\$31,880	\$95,948	15.2%
Rhode Island	\$4,002	\$1,318	\$2,449	\$7,770	15.1%
South Carolina	\$17,312	\$5,546	\$8,362	\$31,220	17.5%
South Dakota	\$3,608	\$1,219	\$1,872	\$6,699	15.3%
Tennessee	\$26,793	\$9,281	\$15,404	\$51,478	18.4%
Texas	\$107,101	\$44,543	\$72,049	\$223,693	15.3%
Utah	\$10,962	\$3,969	\$6,729	\$21,660	16.1%
Vermont	\$2,693	\$779	\$1,382	\$4,854	17.1%
Virginia	\$30,927	\$13,137	\$19,407	\$63,470	14.3%
Washington	\$33,337	\$9,462	\$17,024	\$59,822	15.3%
West Virginia	\$6,373	\$1,628	\$2,698	\$10,699	15.3%
Wisconsin	\$20,113	\$8,897	\$13,777	\$42,787	15.7%
Wyoming	\$2,614	\$881	\$1,387	\$4,882	11.7%
<b>U.S. Total</b>	<b>\$1,242,421</b>	<b>\$481,557</b>	<b>\$789,379</b>	<b>\$2,513,357</b>	<b>15.6%</b>

Source: PwC calculations using data from the US Bureau of Economic Analysis and the IMPLAN modeling system (2012 database) for the retail industry, including food services and drinking places. Details may not add to totals due to rounding.

**Table 15b. Impact of the Retail Industry's Operations on GDP by State  
(Sorted by GDP Share), 2012 (\$ Million)**

State	Direct	Indirect	Induced	Total	Total Impact as a % of State Total GDP
Florida	\$80,381	\$29,168	\$48,892	\$158,440	20.6%
Arizona	\$28,624	\$9,008	\$15,982	\$53,613	19.7%
Maine	\$5,773	\$1,732	\$2,986	\$10,491	19.7%
New Hampshire	\$6,260	\$2,076	\$3,849	\$12,185	18.4%
Tennessee	\$26,793	\$9,281	\$15,404	\$51,478	18.4%
Nevada	\$12,928	\$3,748	\$6,628	\$23,304	18.1%
Idaho	\$5,583	\$1,897	\$2,923	\$10,403	17.9%
Mississippi	\$10,276	\$2,983	\$4,584	\$17,843	17.6%
South Carolina	\$17,312	\$5,546	\$8,362	\$31,220	17.5%
Georgia	\$35,943	\$16,037	\$23,635	\$75,615	17.3%
Vermont	\$2,693	\$779	\$1,382	\$4,854	17.1%
Hawaii	\$6,988	\$1,998	\$3,255	\$12,241	16.9%
Missouri	\$22,554	\$8,922	\$13,766	\$45,242	16.8%
Michigan	\$35,084	\$13,531	\$21,180	\$69,795	16.7%
Montana	\$3,506	\$1,282	\$2,086	\$6,874	16.3%
Colorado	\$21,808	\$8,995	\$14,549	\$45,351	16.3%
Alabama	\$17,020	\$5,487	\$8,191	\$30,697	16.2%
Utah	\$10,962	\$3,969	\$6,729	\$21,660	16.1%
Kentucky	\$14,703	\$5,455	\$8,335	\$28,493	16.0%
Ohio	\$43,348	\$17,112	\$27,047	\$87,507	16.0%
Kansas	\$11,782	\$4,046	\$6,044	\$21,872	15.7%
Wisconsin	\$20,113	\$8,897	\$13,777	\$42,787	15.7%
Oklahoma	\$14,113	\$4,898	\$7,857	\$26,868	15.7%
North Carolina	\$32,280	\$14,745	\$23,465	\$70,490	15.6%
California	\$159,356	\$62,577	\$108,062	\$329,995	15.5%
Minnesota	\$20,755	\$9,947	\$15,504	\$46,206	15.5%
Arkansas	\$9,937	\$3,414	\$5,022	\$18,373	15.4%
West Virginia	\$6,373	\$1,628	\$2,698	\$10,699	15.3%
South Dakota	\$3,608	\$1,219	\$1,872	\$6,699	15.3%
Washington	\$33,337	\$9,462	\$17,024	\$59,822	15.3%
Texas	\$107,101	\$44,543	\$72,049	\$223,693	15.3%
Pennsylvania	\$44,772	\$19,296	\$31,880	\$95,948	15.2%
Illinois	\$50,179	\$21,430	\$35,248	\$106,856	15.2%
Iowa	\$11,242	\$5,050	\$7,349	\$23,641	15.1%
Rhode Island	\$4,002	\$1,318	\$2,449	\$7,770	15.1%
Indiana	\$23,338	\$8,633	\$14,193	\$46,164	15.0%
Louisiana	\$18,589	\$6,867	\$11,585	\$37,042	14.7%
New Jersey	\$37,188	\$14,622	\$24,839	\$76,649	14.5%
Nebraska	\$7,273	\$3,090	\$4,437	\$14,800	14.4%
Virginia	\$30,927	\$13,137	\$19,407	\$63,470	14.3%
Connecticut	\$16,074	\$6,537	\$11,550	\$34,161	14.1%
New Mexico	\$7,012	\$2,065	\$3,462	\$12,538	14.1%
Oregon	\$13,063	\$5,964	\$9,957	\$28,983	13.8%
Maryland	\$23,845	\$8,506	\$14,000	\$46,351	13.8%
New York	\$85,436	\$32,838	\$55,752	\$174,026	13.6%
Delaware	\$3,610	\$1,741	\$2,778	\$8,129	13.4%
Massachusetts	\$26,569	\$11,457	\$19,785	\$57,811	13.4%
North Dakota	\$3,465	\$1,200	\$1,780	\$6,444	13.0%
Wyoming	\$2,614	\$881	\$1,387	\$4,882	11.7%
Alaska	\$2,828	\$1,179	\$2,094	\$6,101	10.2%
District of Columbia	\$3,103	\$1,365	\$2,312	\$6,780	6.1%
<b>U.S. Total</b>	<b>\$1,242,421</b>	<b>\$481,557</b>	<b>\$789,379</b>	<b>\$2,513,357</b>	<b>15.6%</b>

Source: PwC calculations using data from the US Bureau of Economic Analysis and the IMPLAN modeling system (2012 database) for the retail industry, including food services and drinking places. Details may not add to totals due to rounding.

# *Congressional District Results*

## V. Congressional District Results

At the congressional district level, the number of jobs directly attributable to the retail industry was no less than 23,000 in any district in 2012. The retail industry directly provided 50,000 or more jobs in 388 congressional districts.

**Table 16**, below, lists the top 15 congressional districts in terms of direct retail jobs in 2012. The 12th District of New York (which includes most of the East Side of Manhattan and Roosevelt Island and extends across the East River into the Boroughs of Queens (including Astoria, Long Island City, and parts of Woodside) and Brooklyn (including Greenpoint)) had the highest retail employment (187,332). The 10th district of New York (which includes parts of Manhattan's upper west side (including Greenwich Village and the Financial District) and parts of Brooklyn) had the second highest retail employment (137,650). Texas's 24<sup>th</sup> ranked among the top 15 as well as Montana's, South Dakota's, and Delaware's at-large congressional districts. California's 12<sup>th</sup> and 33<sup>rd</sup>, Nevada's 1<sup>st</sup>, Missouri's 2<sup>nd</sup>, Florida's 10<sup>th</sup> and 22<sup>nd</sup>, Illinois's 7<sup>th</sup>, and Colorado's 1<sup>st</sup> and 2<sup>nd</sup> also ranked among the top 15 congressional districts ranked by retail employment in 2012.

**Table 16. The Retail Industry's Direct Impact on Congressional Districts in 2012**  
*Top 15 Congressional Districts, Ranked by Retail Employment*

Rank	Congressional District	Employment (Jobs) <sup>(1)</sup>	Labor Income (\$ Million) <sup>(2)</sup>	GDP (\$ Million)	Retail Establishments <sup>(3)</sup>
1	NY-12	187,332	\$8,874	\$11,951	23,734
2	NY-10	137,650	\$6,321	\$8,485	19,114
3	TX-24	123,215	\$3,747	\$5,700	14,861
4	MT-1 (At-Large)	110,964	\$2,760	\$3,506	16,449
5	CA-33	108,600	\$3,515	\$5,315	14,772
6	CA-12	105,321	\$4,523	\$5,920	15,858
7	NV-1	101,683	\$3,234	\$5,084	10,335
8	MO-2	99,694	\$2,654	\$3,714	10,119
9	FL-22	97,760	\$2,966	\$4,377	15,482
10	SD-1 (At-Large)	97,450	\$2,308	\$3,608	13,867
11	IL-7	94,297	\$2,900	\$4,116	10,856
12	DE-1 (At-Large)	93,802	\$2,581	\$3,610	10,973
13	FL-10	93,546	\$2,641	\$3,989	11,245
14	CO-1	93,380	\$2,996	\$4,136	11,902
15	CO-2	92,389	\$2,438	\$3,704	12,867

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

(1) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(2) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(3) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

The top 15 congressional districts in terms of the total job impact attributable to the retail industry's operations in 2012 were New York's 12th (269,537) and 10th (194,584), Texas's 24th (182,522), Illinois's 7th (157,282), California's 33rd (156,436), Montana's at-large congressional district (156,058), California's 12th (153,695), Florida's 22nd (143,423), Nevada's 1st (141,433), Colorado's 1st (140,702), Missouri's 2nd (138,716), Florida's 10th (135,326), Arizona's 6th (135,287) and 9<sup>th</sup> (134,468), and South Dakota's at-large congressional district (134,301) (see **Table 17**). Full congressional district results by state are included in **Appendix A**.

**Table 17. The Retail Industry's Total Impact on Congressional Districts in 2012**  
*Top 15 Congressional Districts, Ranked by Employment*

Rank	Congressional District	Employment (Jobs) <sup>(1)</sup>	Labor Income (\$ Million) <sup>(2)</sup>	GDP (\$ Million)
1	NY-12	269,537	\$21,665	\$29,222
2	NY-10	194,584	\$14,655	\$19,984
3	TX-24	182,522	\$8,152	\$12,947
4	IL-7	157,282	\$8,261	\$12,252
5	CA-33	156,436	\$7,060	\$11,420
6	MT-1 (At-Large)	156,058	\$4,548	\$6,874
7	CA-12	153,695	\$10,051	\$13,587
8	FL-22	143,423	\$5,568	\$8,713
9	NV-1	141,433	\$5,334	\$8,821
10	CO-1	140,702	\$6,639	\$9,826
11	MO-2	138,716	\$5,126	\$7,584
12	FL-10	135,326	\$4,719	\$7,724
13	AZ-6	135,287	\$5,486	\$9,568
14	AZ-9	134,468	\$5,513	\$9,656
15	SD-1 (At-Large)	134,301	\$4,173	\$6,699

Source: PwC calculations using the IMPLAN modeling system (2012 database) for the retail industry, including food services and drinking places.

(1) Employment is defined as the number of direct, indirect, and induced payroll and self-employed jobs, including part-time jobs.

(2) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

# *Appendix A*

## **Appendix A**

### **Detailed Congressional District Results by State**

**The Economic Impact of the Retail Industry in Alabama, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Alabama</b>	<b>57,667</b>	<b>428,748</b>	<b>590,620</b>	<b>\$10,729.2</b>	<b>\$18,197.0</b>	<b>\$17,020.0</b>	<b>\$30,697.4</b>
AL-1	8,126	65,929	91,786	\$1,682.1	\$2,815.9	\$2,657.9	\$4,735.7
AL-2	8,422	61,068	84,541	\$1,439.5	\$2,394.0	\$2,317.5	\$4,089.9
AL-3	7,923	58,948	79,513	\$1,380.8	\$2,149.4	\$2,245.4	\$3,744.7
AL-4	7,693	48,600	67,676	\$1,184.4	\$1,886.4	\$1,942.9	\$3,349.0
AL-5	8,480	65,411	87,738	\$1,658.1	\$2,784.6	\$2,699.2	\$4,609.8
AL-6	8,435	65,983	90,582	\$1,782.5	\$3,185.9	\$2,693.6	\$5,220.5
AL-7	8,589	62,810	88,784	\$1,601.7	\$2,980.7	\$2,463.6	\$4,947.7

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Alaska, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Alaska</b>	<b>8,304</b>	<b>66,875</b>	<b>91,051</b>	<b>\$2,197.6</b>	<b>\$3,657.8</b>	<b>\$2,828.0</b>	<b>\$6,101.0</b>
AK-1 (At-Large)	8,304	66,875	91,051	\$2,197.6	\$3,657.8	\$2,828.0	\$6,101.0

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Arizona, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Arizona</b>	<b>64,453</b>	<b>565,232</b>	<b>828,479</b>	<b>\$17,080.6</b>	<b>\$30,657.6</b>	<b>\$28,624.0</b>	<b>\$53,613.5</b>
AZ-1	7,900	59,995	84,726	\$1,517.8	\$2,597.0	\$2,542.7	\$4,816.4
AZ-2	7,358	62,195	90,477	\$1,479.5	\$2,656.1	\$2,456.6	\$4,611.8
AZ-3	5,396	50,421	72,847	\$1,442.6	\$2,520.4	\$2,334.7	\$4,441.1
AZ-4	7,218	51,139	67,333	\$1,221.9	\$1,900.7	\$2,040.9	\$3,524.0
AZ-5	5,554	51,872	73,399	\$1,720.7	\$2,856.7	\$2,782.0	\$4,855.2
AZ-6	10,297	91,118	135,287	\$3,033.7	\$5,486.4	\$5,134.7	\$9,567.8
AZ-7	6,354	58,314	98,916	\$1,956.8	\$4,339.6	\$3,355.6	\$7,478.3
AZ-8	5,287	51,609	71,026	\$1,753.1	\$2,787.6	\$2,770.1	\$4,663.0
AZ-9	9,087	88,569	134,468	\$2,954.6	\$5,513.1	\$5,206.7	\$9,656.0

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Arkansas, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Arkansas</b>	<b>35,435</b>	<b>252,283</b>	<b>352,944</b>	<b>\$6,335.4</b>	<b>\$10,850.6</b>	<b>\$9,937.0</b>	<b>\$18,373.5</b>
AR-1	8,709	53,888	75,514	\$1,289.0	\$2,081.2	\$2,058.7	\$3,602.8
AR-2	9,209	75,900	104,915	\$2,057.6	\$3,536.4	\$3,166.4	\$5,823.8
AR-3	9,561	72,689	102,105	\$1,759.7	\$3,204.0	\$2,740.8	\$5,312.8
AR-4	7,956	49,805	70,409	\$1,229.1	\$2,029.0	\$1,971.0	\$3,634.1

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in California, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>California</b>	<b>418,840</b>	<b>3,211,805</b>	<b>4,713,568</b>	<b>\$105,032.7</b>	<b>\$204,975.2</b>	<b>\$159,355.7</b>	<b>\$329,994.8</b>
CA-1	9,257	58,961	85,780	\$1,677.6	\$2,824.9	\$2,875.7	\$5,121.9
CA-2	11,611	70,863	106,088	\$2,347.8	\$4,333.1	\$3,491.4	\$6,985.9
CA-3	6,725	56,009	80,506	\$1,604.9	\$2,961.4	\$2,575.5	\$5,094.1
CA-4	8,905	63,422	93,527	\$1,953.3	\$3,443.4	\$3,171.7	\$6,025.2
CA-5	7,931	58,362	86,530	\$1,820.6	\$3,484.2	\$2,774.0	\$6,233.8
CA-6	6,415	57,784	84,217	\$1,671.5	\$3,329.9	\$2,578.0	\$5,358.3
CA-7	6,393	54,344	77,475	\$1,656.9	\$3,056.4	\$2,589.4	\$5,044.8
CA-8	6,367	50,706	66,715	\$1,442.5	\$2,198.4	\$2,207.5	\$3,825.4
CA-9	5,516	44,320	66,182	\$1,319.6	\$2,454.9	\$2,081.1	\$4,149.5
CA-10	5,223	46,277	67,635	\$1,263.9	\$2,382.3	\$2,042.2	\$4,083.7
CA-11	7,425	62,168	91,649	\$2,086.6	\$4,212.3	\$3,205.4	\$7,816.6
CA-12	15,858	105,321	153,695	\$4,523.2	\$10,050.8	\$5,920.1	\$13,587.2
CA-13	8,522	59,543	91,529	\$1,995.7	\$4,246.2	\$2,944.6	\$6,544.4
CA-14	8,790	71,743	103,576	\$2,876.0	\$6,622.7	\$3,990.6	\$9,389.6
CA-15	6,186	48,808	73,783	\$1,745.5	\$3,574.2	\$2,568.0	\$5,566.3
CA-16	5,573	42,537	67,793	\$1,210.2	\$2,503.1	\$1,973.1	\$4,321.7
CA-17	7,851	65,245	96,322	\$2,698.1	\$6,025.7	\$4,147.5	\$9,180.8
CA-18	9,673	76,466	108,779	\$3,045.6	\$6,654.0	\$4,477.9	\$9,654.0
CA-19	6,911	57,287	79,642	\$2,193.4	\$4,012.3	\$3,146.5	\$6,053.7
CA-20	7,950	56,093	84,967	\$1,869.8	\$3,496.9	\$2,763.4	\$5,415.6
CA-21	5,033	38,488	62,039	\$1,156.6	\$2,448.1	\$1,824.1	\$4,083.4
CA-22	5,964	53,519	79,673	\$1,538.7	\$2,807.7	\$2,478.9	\$4,757.7
CA-23	5,237	42,163	64,181	\$1,236.9	\$2,476.9	\$1,934.8	\$4,365.6
CA-24	11,079	78,143	113,599	\$2,332.2	\$4,285.3	\$3,532.3	\$7,196.4
CA-25	6,705	55,729	77,349	\$1,855.7	\$3,224.1	\$2,810.6	\$5,210.8
CA-26	8,444	67,975	98,009	\$1,950.3	\$3,781.2	\$3,034.3	\$6,266.8
CA-27	9,553	66,729	98,672	\$2,202.1	\$4,282.1	\$3,266.6	\$6,733.7
CA-28	11,100	82,544	119,785	\$2,699.5	\$5,458.6	\$4,001.3	\$8,828.5
CA-29	5,107	36,074	54,478	\$1,308.4	\$2,534.1	\$1,910.6	\$4,026.6
CA-30	10,730	77,685	113,411	\$2,643.7	\$5,277.9	\$3,963.2	\$8,420.1

(continued next page)

**The Economic Impact of the Retail Industry in California, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
CA-31	4,821	45,628	69,505	\$1,269.8	\$2,420.2	\$2,023.3	\$4,145.4
CA-32	8,674	59,943	89,832	\$2,092.2	\$3,962.7	\$3,221.0	\$6,454.7
CA-33	14,772	108,600	156,436	\$3,514.7	\$7,060.3	\$5,315.1	\$11,420.3
CA-34	9,506	49,138	83,206	\$1,531.7	\$3,847.2	\$2,295.1	\$5,993.5
CA-35	6,387	55,612	83,143	\$1,629.5	\$3,009.4	\$2,699.2	\$5,262.9
CA-36	6,621	56,492	76,927	\$1,652.7	\$2,479.3	\$2,545.6	\$4,403.0
CA-37	8,249	55,407	85,599	\$1,803.9	\$4,077.0	\$2,716.2	\$6,463.1
CA-38	7,511	61,554	91,328	\$2,133.2	\$3,989.3	\$3,229.3	\$6,360.0
CA-39	8,719	68,083	99,368	\$2,289.8	\$4,352.8	\$3,444.1	\$6,873.4
CA-40	5,301	34,789	54,174	\$1,172.0	\$2,313.1	\$1,822.1	\$3,758.0
CA-41	4,325	39,026	58,325	\$1,135.4	\$1,991.3	\$2,009.2	\$3,650.6
CA-42	7,173	61,738	86,426	\$1,860.6	\$2,973.6	\$2,994.8	\$5,237.5
CA-43	6,772	55,517	85,691	\$1,868.7	\$3,764.1	\$2,750.3	\$5,989.6
CA-44	3,795	30,128	44,737	\$1,036.7	\$1,946.6	\$1,660.4	\$3,566.3
CA-45	8,717	70,394	107,803	\$2,444.2	\$5,192.9	\$3,679.2	\$8,272.7
CA-46	7,006	56,779	86,618	\$2,002.0	\$3,976.5	\$2,922.8	\$6,101.0
CA-47	7,844	63,422	92,791	\$2,133.1	\$4,059.7	\$3,118.2	\$6,627.5
CA-48	11,301	90,840	130,433	\$3,125.9	\$5,769.6	\$4,577.3	\$8,887.3
CA-49	11,617	85,334	121,791	\$2,660.5	\$5,151.0	\$4,232.0	\$8,412.5
CA-50	6,448	48,025	64,663	\$1,469.5	\$2,377.9	\$2,292.3	\$3,948.1
CA-51	5,817	45,025	59,088	\$1,337.6	\$2,100.7	\$2,073.5	\$3,500.9
CA-52	10,816	90,118	131,456	\$2,678.6	\$5,497.9	\$4,046.6	\$8,636.1
CA-53	8,614	74,906	106,642	\$2,263.2	\$4,219.4	\$3,407.9	\$6,688.1

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Colorado, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Colorado</b>	<b>67,802</b>	<b>515,449</b>	<b>749,560</b>	<b>\$14,524.2</b>	<b>\$28,343.5</b>	<b>\$21,808.0</b>	<b>\$45,351.4</b>
CO-1	11,902	93,380	140,702	\$2,996.3	\$6,639.3	\$4,135.9	\$9,826.1
CO-2	12,867	92,389	133,098	\$2,438.5	\$4,613.7	\$3,703.9	\$7,475.1
CO-3	11,486	77,464	110,669	\$1,962.1	\$3,391.7	\$2,951.4	\$5,652.8
CO-4	8,039	59,756	89,945	\$1,640.8	\$3,316.9	\$2,565.7	\$5,439.7
CO-5	8,874	68,146	94,306	\$1,766.6	\$3,056.5	\$2,871.5	\$5,332.9
CO-6	7,291	62,871	94,275	\$2,041.9	\$4,162.1	\$3,064.5	\$6,556.9
CO-7	7,343	61,443	86,564	\$1,678.0	\$3,163.2	\$2,515.1	\$5,067.8

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Connecticut, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Connecticut</b>	<b>41,900</b>	<b>337,492</b>	<b>472,518</b>	<b>\$11,134.5</b>	<b>\$21,122.7</b>	<b>\$16,074.0</b>	<b>\$34,160.7</b>
CT-1	8,435	73,882	103,437	\$2,253.6	\$4,545.7	\$3,322.0	\$7,832.7
CT-2	8,316	67,421	89,357	\$1,933.8	\$3,190.5	\$2,980.3	\$5,432.5
CT-3	7,524	61,510	88,464	\$1,931.0	\$3,652.6	\$2,789.4	\$5,912.4
CT-4	8,751	64,684	92,255	\$2,697.3	\$5,550.7	\$3,684.7	\$8,052.3
CT-5	8,874	69,995	99,005	\$2,318.7	\$4,183.3	\$3,297.5	\$6,931.0

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

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(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Delaware, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Delaware</b>	<b>10,973</b>	<b>93,802</b>	<b>127,103</b>	<b>\$2,581.2</b>	<b>\$4,593.2</b>	<b>\$3,610.0</b>	<b>\$8,128.6</b>
DE-1 (At-Large)	10,973	93,802	127,103	\$2,581.2	\$4,593.2	\$3,610.0	\$8,128.6

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

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(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in District of Columbia, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>District of Columbia</b>	<b>6,757</b>	<b>67,813</b>	<b>93,420</b>	<b>\$2,202.3</b>	<b>\$4,810.6</b>	<b>\$3,103.0</b>	<b>\$6,779.6</b>
DC-1 (At-Large)	6,757	67,813	93,420	\$2,202.3	\$4,810.6	\$3,103.0	\$6,779.6

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

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**The Economic Impact of the Retail Industry in Florida, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Florida</b>	<b>273,723</b>	<b>1,839,604</b>	<b>2,698,722</b>	<b>\$52,806.7</b>	<b>\$96,167.5</b>	<b>\$80,380.9</b>	<b>\$158,440.5</b>
FL-1	9,995	72,127	100,592	\$1,875.0	\$3,081.7	\$2,907.9	\$5,384.6
FL-2	9,190	65,813	91,978	\$1,530.3	\$2,660.1	\$2,439.5	\$4,664.0
FL-3	8,256	55,470	79,456	\$1,286.2	\$2,210.2	\$2,117.1	\$4,000.8
FL-4	10,100	77,203	116,481	\$2,222.6	\$4,417.2	\$3,517.9	\$7,185.6
FL-5	11,136	78,366	120,236	\$2,272.1	\$4,607.8	\$3,499.7	\$7,599.5
FL-6	10,909	65,899	91,343	\$1,656.9	\$2,769.7	\$2,550.9	\$4,728.7
FL-7	9,951	65,417	97,888	\$1,903.9	\$3,681.2	\$2,932.0	\$6,098.3
FL-8	9,958	66,062	92,500	\$1,626.6	\$2,869.3	\$2,519.8	\$4,824.6
FL-9	6,948	54,935	78,794	\$1,558.5	\$2,831.2	\$2,357.9	\$4,561.1
FL-10	11,245	93,546	135,326	\$2,640.6	\$4,719.3	\$3,989.1	\$7,724.0
FL-11	7,258	47,374	67,104	\$1,235.7	\$1,944.4	\$1,953.4	\$3,563.8
FL-12	8,726	55,097	77,196	\$1,502.2	\$2,550.9	\$2,262.4	\$4,292.3
FL-13	10,865	74,141	112,252	\$2,137.3	\$4,090.9	\$3,414.6	\$6,735.5
FL-14	11,537	83,740	127,852	\$2,733.8	\$5,450.6	\$4,019.4	\$8,640.6
FL-15	7,718	58,700	89,825	\$1,796.2	\$3,400.7	\$2,715.7	\$5,562.4
FL-16	10,833	72,079	107,279	\$1,977.4	\$3,518.8	\$3,112.7	\$6,009.6
FL-17	6,718	45,553	65,916	\$1,220.8	\$2,038.7	\$1,861.9	\$3,560.4
FL-18	9,382	68,339	97,889	\$1,679.9	\$3,042.7	\$2,593.8	\$5,169.6
FL-19	12,531	88,328	123,533	\$2,484.7	\$4,088.1	\$3,717.0	\$6,640.7
FL-20	11,908	70,028	106,757	\$2,160.5	\$4,135.8	\$3,140.8	\$6,582.4
FL-21	8,496	53,603	76,102	\$1,648.2	\$2,811.7	\$2,408.5	\$4,447.1
FL-22	15,482	97,760	143,423	\$2,965.6	\$5,568.2	\$4,377.1	\$8,713.0
FL-23	11,074	73,426	108,505	\$2,206.8	\$4,019.1	\$3,300.6	\$6,460.6
FL-24	13,153	81,125	123,285	\$2,614.9	\$4,899.6	\$3,949.7	\$7,830.5
FL-25	8,622	50,165	77,262	\$1,661.6	\$3,031.7	\$2,504.0	\$5,006.6
FL-26	9,322	54,946	80,960	\$1,854.8	\$3,179.0	\$2,729.4	\$5,192.0
FL-27	12,412	70,365	108,988	\$2,353.6	\$4,549.2	\$3,487.9	\$7,262.2

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

(continued next page)

Details may not add to totals due to rounding.

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(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Georgia, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Georgia</b>	<b>120,915</b>	<b>888,477</b>	<b>1,280,578</b>	<b>\$23,698.5</b>	<b>\$44,916.3</b>	<b>\$35,942.9</b>	<b>\$75,615.4</b>
GA-1	9,516	69,274	94,312	\$1,626.0	\$2,702.1	\$2,476.8	\$4,582.7
GA-2	8,948	59,393	85,130	\$1,375.9	\$2,559.1	\$2,235.7	\$4,514.6
GA-3	7,829	59,141	85,708	\$1,417.9	\$2,430.1	\$2,297.0	\$4,343.4
GA-4	6,245	47,945	67,290	\$1,296.2	\$2,289.1	\$1,955.6	\$3,829.4
GA-5	10,361	91,582	132,519	\$2,786.7	\$6,139.6	\$3,869.3	\$10,517.3
GA-6	11,214	82,957	125,974	\$2,604.7	\$5,606.4	\$3,772.5	\$8,427.3
GA-7	9,307	66,452	96,974	\$2,048.7	\$4,009.3	\$3,101.1	\$6,297.1
GA-8	8,591	57,912	80,161	\$1,342.8	\$2,239.5	\$2,191.1	\$4,074.9
GA-9	9,373	59,678	85,811	\$1,471.8	\$2,596.5	\$2,318.6	\$4,574.2
GA-10	7,398	53,612	75,102	\$1,235.0	\$2,098.7	\$1,942.8	\$3,735.1
GA-11	10,144	78,010	117,644	\$2,291.3	\$4,790.3	\$3,327.8	\$7,425.5
GA-12	8,476	59,012	83,487	\$1,331.5	\$2,344.0	\$2,110.0	\$4,194.4
GA-13	6,132	55,266	80,518	\$1,662.5	\$3,013.9	\$2,429.2	\$5,352.3
GA-14	7,382	48,241	69,947	\$1,207.4	\$2,097.8	\$1,915.5	\$3,747.2

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Hawaii, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Hawaii</b>	<b>18,439</b>	<b>148,702</b>	<b>205,207</b>	<b>\$4,280.4</b>	<b>\$7,187.0</b>	<b>\$6,988.0</b>	<b>\$12,241.4</b>
HI-1	9,655	79,715	110,108	\$2,292.5	\$3,972.6	\$3,766.2	\$6,693.0
HI-2	8,784	68,987	95,099	\$1,987.9	\$3,214.4	\$3,221.8	\$5,548.5

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Idaho, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Idaho</b>	<b>22,246</b>	<b>149,029</b>	<b>210,486</b>	<b>\$3,775.5</b>	<b>\$6,505.1</b>	<b>\$5,583.0</b>	<b>\$10,403.5</b>
ID-1	10,439	68,505	96,396	\$1,803.9	\$2,939.5	\$2,637.8	\$4,712.1
ID-2	11,807	80,524	114,091	\$1,971.6	\$3,565.5	\$2,945.2	\$5,691.3

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Illinois, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Illinois</b>	<b>144,715</b>	<b>1,146,544</b>	<b>1,654,599</b>	<b>\$32,826.7</b>	<b>\$65,436.9</b>	<b>\$50,178.9</b>	<b>\$106,856.1</b>
IL-1	5,784	45,858	63,910	\$1,499.4	\$2,653.8	\$2,115.8	\$4,160.3
IL-2	5,539	43,960	60,624	\$1,361.3	\$2,341.2	\$1,953.9	\$3,724.6
IL-3	6,815	58,102	81,098	\$1,877.1	\$3,407.2	\$2,693.7	\$5,356.4
IL-4	5,568	36,993	53,307	\$1,213.2	\$2,285.8	\$1,695.1	\$3,538.1
IL-5	8,665	68,012	101,170	\$2,137.1	\$4,483.0	\$2,989.7	\$6,812.2
IL-6	8,817	76,493	109,882	\$2,340.2	\$4,608.5	\$3,464.3	\$7,302.0
IL-7	10,856	94,297	157,282	\$2,900.4	\$8,261.4	\$4,116.4	\$12,251.7
IL-8	9,382	77,601	114,413	\$2,391.6	\$5,020.4	\$3,626.0	\$7,911.1
IL-9	8,647	65,834	96,553	\$2,113.6	\$4,283.0	\$3,052.1	\$6,546.6
IL-10	8,692	77,140	107,463	\$2,467.8	\$4,809.0	\$3,816.1	\$7,659.6
IL-11	6,887	62,962	90,364	\$1,840.6	\$3,556.7	\$2,820.7	\$5,856.4
IL-12	8,139	65,421	89,044	\$1,521.8	\$2,585.2	\$2,441.7	\$4,681.3
IL-13	8,183	67,510	93,975	\$1,536.7	\$2,875.7	\$2,521.6	\$5,254.5
IL-14	9,856	73,462	102,803	\$2,019.2	\$3,685.4	\$3,236.4	\$6,291.8
IL-15	8,283	52,269	74,681	\$1,236.0	\$2,194.1	\$2,180.5	\$4,223.8
IL-16	7,965	54,584	77,823	\$1,387.4	\$2,514.5	\$2,478.9	\$4,805.0
IL-17	7,971	59,890	85,657	\$1,400.0	\$2,794.0	\$2,372.2	\$4,980.2
IL-18	8,668	66,155	94,552	\$1,583.3	\$3,077.8	\$2,604.1	\$5,500.6

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Indiana, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Indiana</b>	<b>74,905</b>	<b>616,600</b>	<b>853,584</b>	<b>\$15,106.6</b>	<b>\$26,972.5</b>	<b>\$23,338.0</b>	<b>\$46,163.7</b>
IN-1	7,609	67,340	90,460	\$1,826.2	\$2,990.0	\$2,856.8	\$5,257.8
IN-2	8,661	65,730	91,989	\$1,466.0	\$2,784.7	\$2,283.9	\$4,667.3
IN-3	9,026	68,516	96,206	\$1,501.9	\$2,787.4	\$2,384.8	\$4,834.9
IN-4	7,466	61,596	86,896	\$1,534.5	\$2,646.2	\$2,432.5	\$4,637.4
IN-5	9,496	82,351	117,171	\$2,422.0	\$4,352.7	\$3,601.9	\$7,069.0
IN-6	8,371	63,003	87,077	\$1,472.2	\$2,505.4	\$2,354.4	\$4,361.5
IN-7	7,120	68,852	94,304	\$1,801.7	\$3,556.7	\$2,569.9	\$5,854.4
IN-8	9,186	73,421	101,218	\$1,639.8	\$2,981.3	\$2,585.3	\$5,226.5
IN-9	7,971	65,791	88,262	\$1,442.3	\$2,368.0	\$2,268.4	\$4,255.0

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Iowa, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Iowa</b>	<b>43,150</b>	<b>324,239</b>	<b>454,429</b>	<b>\$7,565.0</b>	<b>\$14,181.3</b>	<b>\$11,242.0</b>	<b>\$23,640.8</b>
IA-1	10,449	80,316	111,644	\$1,857.3	\$3,400.5	\$2,857.0	\$5,782.4
IA-2	10,982	81,277	113,177	\$1,909.4	\$3,364.8	\$2,834.0	\$5,617.5
IA-3	9,900	83,739	118,174	\$2,090.7	\$4,034.3	\$2,940.5	\$6,580.8
IA-4	11,818	78,907	111,434	\$1,707.6	\$3,381.7	\$2,610.6	\$5,660.1

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Kansas, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Kansas</b>	<b>37,002</b>	<b>284,238</b>	<b>400,302</b>	<b>\$7,188.4</b>	<b>\$12,981.4</b>	<b>\$11,782.0</b>	<b>\$21,872.0</b>
KS-1	10,550	72,172	101,921	\$1,612.8	\$2,925.2	\$2,804.5	\$5,060.9
KS-2	8,649	61,633	85,811	\$1,339.1	\$2,397.5	\$2,320.3	\$4,303.2
KS-3	9,042	82,745	116,983	\$2,298.2	\$4,383.8	\$3,595.5	\$7,036.9
KS-4	8,761	67,688	95,586	\$1,938.4	\$3,274.9	\$3,061.7	\$5,471.1

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Kentucky, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Kentucky</b>	<b>52,746</b>	<b>399,829</b>	<b>556,035</b>	<b>\$10,030.0</b>	<b>\$17,121.3</b>	<b>\$14,703.0</b>	<b>\$28,492.8</b>
KY-1	9,152	60,834	83,716	\$1,513.0	\$2,387.6	\$2,308.8	\$4,080.5
KY-2	8,790	64,474	90,038	\$1,528.7	\$2,514.8	\$2,311.4	\$4,658.7
KY-3	8,866	78,678	109,546	\$2,129.3	\$3,985.1	\$2,890.6	\$6,155.3
KY-4	8,701	74,501	103,054	\$1,781.8	\$3,114.7	\$2,596.2	\$5,038.1
KY-5	8,226	52,691	72,843	\$1,295.7	\$2,072.9	\$1,947.6	\$3,538.3
KY-6	9,011	68,651	96,838	\$1,781.7	\$3,046.3	\$2,648.3	\$5,022.0

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Louisiana, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Louisiana</b>	<b>57,249</b>	<b>434,207</b>	<b>603,007</b>	<b>\$11,672.7</b>	<b>\$20,007.2</b>	<b>\$18,589.0</b>	<b>\$37,041.6</b>
LA-1	10,547	80,174	111,553	\$2,210.7	\$3,854.8	\$3,443.4	\$6,884.4
LA-2	9,963	77,191	107,106	\$2,240.7	\$3,968.6	\$3,300.5	\$7,323.6
LA-3	9,639	74,440	101,794	\$1,947.3	\$3,299.9	\$3,125.1	\$6,375.3
LA-4	8,370	61,734	86,557	\$1,643.2	\$2,708.9	\$2,730.2	\$5,194.0
LA-5	8,930	60,815	86,211	\$1,565.3	\$2,644.4	\$2,654.3	\$4,853.3
LA-6	9,800	79,853	109,785	\$2,065.6	\$3,530.6	\$3,335.5	\$6,411.1

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Maine, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Maine</b>	<b>19,534</b>	<b>145,239</b>	<b>204,131</b>	<b>\$3,830.3</b>	<b>\$6,513.7</b>	<b>\$5,773.0</b>	<b>\$10,491.1</b>
ME-1	10,131	78,566	110,990	\$2,100.7	\$3,677.2	\$3,106.8	\$5,808.9
ME-2	9,403	66,673	93,141	\$1,729.5	\$2,836.5	\$2,666.1	\$4,682.2

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Maryland, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Maryland</b>	<b>68,283</b>	<b>539,912</b>	<b>755,679</b>	<b>\$16,098.4</b>	<b>\$29,336.5</b>	<b>\$23,845.0</b>	<b>\$46,351.1</b>
MD-1	11,284	79,646	110,003	\$2,237.2	\$3,591.6	\$3,479.5	\$6,151.6
MD-2	7,672	64,459	91,738	\$1,874.3	\$3,586.3	\$2,791.5	\$5,709.0
MD-3	10,300	83,206	118,590	\$2,507.3	\$4,962.3	\$3,633.1	\$7,657.9
MD-4	6,370	53,888	72,691	\$1,621.6	\$2,643.8	\$2,437.9	\$4,251.4
MD-5	7,325	67,257	89,673	\$1,885.5	\$3,038.7	\$2,883.0	\$5,061.2
MD-6	7,980	62,458	86,863	\$1,908.5	\$3,439.2	\$2,831.5	\$5,361.1
MD-7	7,948	55,195	81,386	\$1,644.0	\$3,419.3	\$2,370.7	\$5,251.3
MD-8	9,404	73,803	104,734	\$2,420.0	\$4,655.3	\$3,417.8	\$6,907.7

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Massachusetts, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Massachusetts</b>	<b>73,594</b>	<b>656,667</b>	<b>928,216</b>	<b>\$19,552.5</b>	<b>\$39,380.1</b>	<b>\$26,569.0</b>	<b>\$57,810.5</b>
MA-1	7,892	63,854	90,639	\$1,708.3	\$3,124.7	\$2,439.5	\$5,057.0
MA-2	7,545	65,663	94,321	\$1,768.7	\$3,359.0	\$2,486.5	\$5,199.7
MA-3	6,490	55,861	77,712	\$1,630.8	\$3,261.5	\$2,222.2	\$4,767.5
MA-4	8,674	82,332	115,294	\$2,265.0	\$4,550.7	\$3,120.1	\$6,723.4
MA-5	7,273	63,666	91,742	\$1,943.9	\$4,267.0	\$2,513.7	\$5,991.9
MA-6	9,012	84,598	118,788	\$2,541.7	\$4,966.0	\$3,536.5	\$7,394.6
MA-7	7,656	77,286	110,949	\$2,608.4	\$6,166.0	\$3,363.7	\$8,258.0
MA-8	8,558	86,077	121,316	\$2,762.1	\$5,848.7	\$3,731.9	\$8,431.3
MA-9	10,493	77,330	107,456	\$2,323.4	\$3,836.6	\$3,154.8	\$5,987.1

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Michigan, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Michigan</b>	<b>112,825</b>	<b>871,645</b>	<b>1,250,666</b>	<b>\$22,218.3</b>	<b>\$42,145.5</b>	<b>\$35,083.9</b>	<b>\$69,794.7</b>
MI-1	12,093	66,113	91,777	\$1,586.3	\$2,584.8	\$2,609.6	\$4,693.5
MI-2	7,989	65,648	96,439	\$1,781.8	\$3,188.3	\$2,860.9	\$5,472.2
MI-3	7,142	56,542	86,746	\$1,506.6	\$3,022.7	\$2,342.9	\$4,992.5
MI-4	8,039	60,085	82,770	\$1,282.4	\$2,218.7	\$2,153.2	\$3,970.5
MI-5	7,710	61,322	86,005	\$1,397.0	\$2,507.3	\$2,291.4	\$4,354.2
MI-6	7,846	60,222	88,116	\$1,372.4	\$2,677.2	\$2,281.6	\$4,703.0
MI-7	8,097	63,838	90,625	\$1,486.5	\$2,835.9	\$2,408.7	\$4,824.0
MI-8	7,334	65,868	92,732	\$1,649.3	\$3,077.9	\$2,593.2	\$5,076.0
MI-9	8,444	73,432	104,580	\$1,996.1	\$3,810.1	\$3,095.2	\$6,061.1
MI-10	7,586	60,106	80,518	\$1,372.6	\$2,315.0	\$2,240.5	\$4,036.7
MI-11	9,390	85,051	120,661	\$2,513.0	\$4,854.6	\$3,824.0	\$7,463.7
MI-12	7,811	68,090	95,339	\$1,828.4	\$3,528.8	\$2,785.3	\$5,476.0
MI-13	5,931	37,481	56,612	\$1,031.6	\$2,215.8	\$1,503.1	\$3,411.5
MI-14	7,413	47,846	77,746	\$1,414.4	\$3,308.4	\$2,094.2	\$5,259.9

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Minnesota, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Minnesota</b>	<b>69,574</b>	<b>539,661</b>	<b>781,953</b>	<b>\$13,606.2</b>	<b>\$27,743.1</b>	<b>\$20,755.0</b>	<b>\$46,206.0</b>
MN-1	8,666	65,901	96,450	\$1,440.3	\$2,919.1	\$2,289.1	\$5,003.2
MN-2	7,269	59,680	85,931	\$1,445.5	\$2,860.6	\$2,238.2	\$5,088.0
MN-3	8,855	87,368	123,132	\$2,582.4	\$5,278.0	\$3,792.7	\$8,303.5
MN-4	7,659	68,190	100,111	\$1,803.5	\$3,788.2	\$2,685.7	\$6,109.6
MN-5	9,046	79,251	121,452	\$2,309.3	\$5,591.7	\$3,186.6	\$8,465.0
MN-6	7,996	59,757	84,889	\$1,408.2	\$2,575.7	\$2,257.2	\$4,539.3
MN-7	10,022	57,346	83,941	\$1,230.5	\$2,379.3	\$2,038.9	\$4,307.3
MN-8	10,062	62,167	86,047	\$1,386.4	\$2,350.5	\$2,266.6	\$4,390.0

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Mississippi, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Mississippi</b>	<b>35,436</b>	<b>254,562</b>	<b>348,752</b>	<b>\$6,393.8</b>	<b>\$10,329.1</b>	<b>\$10,276.0</b>	<b>\$17,843.0</b>
MS-1	9,819	67,232	90,648	\$1,592.1	\$2,494.9	\$2,610.7	\$4,404.1
MS-2	8,089	53,894	76,331	\$1,444.8	\$2,391.2	\$2,280.2	\$4,018.0
MS-3	8,883	65,589	92,411	\$1,668.2	\$2,838.9	\$2,686.0	\$4,853.4
MS-4	8,645	67,848	89,363	\$1,688.7	\$2,604.1	\$2,699.0	\$4,567.6

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Missouri, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Missouri</b>	<b>72,776</b>	<b>593,850</b>	<b>849,274</b>	<b>\$15,250.0</b>	<b>\$28,578.7</b>	<b>\$22,554.0</b>	<b>\$45,242.0</b>
MO-1	9,037	81,673	116,931	\$2,123.2	\$4,646.7	\$2,952.8	\$6,969.7
MO-2	10,119	99,694	138,716	\$2,653.8	\$5,126.2	\$3,714.2	\$7,583.5
MO-3	8,904	70,679	100,087	\$1,721.9	\$2,970.5	\$2,620.1	\$4,970.7
MO-4	8,141	57,722	82,062	\$1,429.4	\$2,314.2	\$2,200.6	\$3,892.0
MO-5	7,728	68,196	101,269	\$1,880.3	\$4,034.7	\$2,799.5	\$6,183.1
MO-6	9,901	75,406	108,112	\$1,954.6	\$3,399.7	\$2,906.9	\$5,529.7
MO-7	10,108	81,469	118,860	\$2,041.1	\$3,698.9	\$3,119.6	\$6,089.4
MO-8	8,838	59,011	83,237	\$1,445.5	\$2,387.9	\$2,240.2	\$4,024.0

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Montana, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Montana</b>	<b>16,449</b>	<b>110,964</b>	<b>156,058</b>	<b>\$2,760.4</b>	<b>\$4,548.2</b>	<b>\$3,506.0</b>	<b>\$6,874.3</b>
MT-1 (At-Large)	16,449	110,964	156,058	\$2,760.4	\$4,548.2	\$3,506.0	\$6,874.3

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places. Details may not add to totals due to rounding.

- (1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.
- (2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.
- (3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.
- (4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Nebraska, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Nebraska</b>	<b>25,801</b>	<b>199,985</b>	<b>282,296</b>	<b>\$4,811.6</b>	<b>\$9,193.9</b>	<b>\$7,273.0</b>	<b>\$14,799.8</b>
NE-1	7,984	59,677	85,460	\$1,438.3	\$2,689.0	\$2,198.8	\$4,443.3
NE-2	8,112	77,995	107,481	\$1,909.8	\$3,700.4	\$2,747.9	\$5,783.7
NE-3	9,705	62,313	89,355	\$1,463.4	\$2,804.5	\$2,326.4	\$4,572.8

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places. Details may not add to totals due to rounding.

- (1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.
- (2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.
- (3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.
- (4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Nevada, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Nevada</b>	<b>31,028</b>	<b>265,122</b>	<b>371,642</b>	<b>\$8,091.4</b>	<b>\$13,556.0</b>	<b>\$12,928.0</b>	<b>\$23,304.2</b>
NV-1	10,335	101,683	141,433	\$3,233.7	\$5,334.0	\$5,084.4	\$8,820.5
NV-2	8,936	62,278	89,235	\$1,595.8	\$2,883.7	\$2,529.4	\$5,098.3
NV-3	6,865	61,025	86,508	\$1,958.1	\$3,291.5	\$3,269.0	\$5,805.0
NV-4	4,891	40,136	54,466	\$1,303.8	\$2,046.9	\$2,045.1	\$3,580.4

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in New Hampshire, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>New Hampshire</b>	<b>18,467</b>	<b>159,845</b>	<b>219,277</b>	<b>\$4,921.2</b>	<b>\$8,263.4</b>	<b>\$6,260.0</b>	<b>\$12,184.7</b>
NH-1	9,094	79,316	109,276	\$2,381.4	\$4,062.3	\$3,018.2	\$6,054.0
NH-2	9,373	80,529	110,001	\$2,539.7	\$4,201.1	\$3,241.7	\$6,130.7

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in New Jersey, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>New Jersey</b>	<b>106,473</b>	<b>784,845</b>	<b>1,119,903</b>	<b>\$25,942.3</b>	<b>\$48,933.3</b>	<b>\$37,187.9</b>	<b>\$76,648.9</b>
NJ-1	8,552	70,830	97,784	\$1,993.2	\$3,512.3	\$2,880.0	\$5,648.4
NJ-2	10,258	71,222	97,973	\$2,314.5	\$3,606.0	\$3,219.7	\$5,925.8
NJ-3	8,134	71,940	100,118	\$2,105.4	\$3,706.8	\$3,186.7	\$6,183.3
NJ-4	9,349	69,776	98,847	\$2,089.6	\$3,718.9	\$3,051.4	\$6,102.4
NJ-5	9,817	77,882	108,592	\$2,766.6	\$4,858.0	\$4,047.4	\$7,497.2
NJ-6	8,530	64,258	93,609	\$2,053.4	\$4,098.7	\$3,085.9	\$6,550.9
NJ-7	10,412	85,500	121,296	\$3,241.3	\$6,026.5	\$4,598.4	\$9,192.3
NJ-8	7,998	46,526	68,410	\$1,549.1	\$3,283.6	\$2,126.4	\$5,091.6
NJ-9	9,229	54,769	81,527	\$1,900.4	\$3,735.4	\$2,665.5	\$5,758.2
NJ-10	6,758	39,705	57,602	\$1,307.0	\$2,678.3	\$1,779.3	\$4,146.7
NJ-11	10,107	77,025	113,157	\$2,850.9	\$5,853.3	\$4,045.8	\$8,838.8
NJ-12	7,328	55,412	80,988	\$1,771.0	\$3,855.3	\$2,501.6	\$5,713.3

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in New Mexico, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>New Mexico</b>	<b>22,351</b>	<b>180,980</b>	<b>242,859</b>	<b>\$4,736.5</b>	<b>\$7,652.3</b>	<b>\$7,012.0</b>	<b>\$12,538.5</b>
NM-1	6,999	65,724	89,734	\$1,772.3	\$2,913.0	\$2,587.4	\$4,691.7
NM-2	6,987	53,988	72,021	\$1,325.0	\$2,163.4	\$2,030.7	\$3,629.7
NM-3	8,365	61,267	81,105	\$1,639.2	\$2,575.9	\$2,393.9	\$4,217.0

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

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**The Economic Impact of the Retail Industry in New York, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>New York</b>	<b>260,383</b>	<b>1,705,830</b>	<b>2,392,260</b>	<b>\$55,342.6</b>	<b>\$108,542.7</b>	<b>\$85,435.9</b>	<b>\$174,025.7</b>
NY-1	10,744	67,442	91,635	\$2,157.7	\$3,620.3	\$3,377.1	\$6,013.9
NY-2	10,306	62,859	87,784	\$2,054.2	\$3,699.7	\$3,242.1	\$6,153.5
NY-3	12,389	81,839	116,319	\$2,745.9	\$5,220.3	\$4,572.2	\$8,697.5
NY-4	10,169	64,997	88,222	\$2,185.1	\$3,724.1	\$3,429.7	\$6,089.5
NY-5	5,266	30,550	42,923	\$890.4	\$1,516.7	\$1,351.6	\$2,555.7
NY-6	8,395	38,375	54,789	\$1,072.7	\$1,857.4	\$1,719.1	\$3,318.4
NY-7	11,874	56,739	83,896	\$2,089.6	\$4,123.0	\$3,022.2	\$6,509.3
NY-8	5,818	29,151	42,217	\$786.7	\$1,363.3	\$1,253.8	\$2,533.6
NY-9	6,437	26,304	37,770	\$740.1	\$1,236.0	\$1,169.9	\$2,221.6
NY-10	19,114	137,650	194,584	\$6,321.3	\$14,654.6	\$8,484.7	\$19,983.8
NY-11	8,568	42,130	58,225	\$1,117.7	\$1,828.9	\$1,794.0	\$3,289.5
NY-12	23,734	187,332	269,537	\$8,874.0	\$21,665.0	\$11,951.2	\$29,221.7
NY-13	5,354	23,794	32,692	\$1,054.0	\$1,770.4	\$1,390.8	\$2,504.4
NY-14	8,456	43,758	63,384	\$1,229.4	\$2,239.7	\$2,000.3	\$4,084.4
NY-15	5,989	26,489	37,905	\$753.2	\$1,390.9	\$1,215.1	\$2,492.7
NY-16	6,911	41,108	56,414	\$1,429.5	\$2,441.4	\$2,092.6	\$3,832.1
NY-17	10,382	66,027	95,890	\$2,284.5	\$4,715.3	\$3,541.4	\$7,508.8
NY-18	9,409	59,407	82,654	\$1,732.4	\$3,033.5	\$2,872.7	\$5,359.2
NY-19	11,162	62,216	86,397	\$1,606.2	\$2,698.7	\$2,739.4	\$5,087.9
NY-20	8,530	70,277	97,812	\$2,077.1	\$3,785.6	\$3,357.6	\$6,491.5
NY-21	10,638	69,169	93,006	\$1,750.2	\$2,838.5	\$3,083.7	\$5,437.2
NY-22	8,080	59,632	81,030	\$1,490.9	\$2,487.4	\$2,681.2	\$4,871.1
NY-23	9,689	68,694	93,508	\$1,644.9	\$2,863.5	\$2,853.1	\$5,144.6
NY-24	8,713	73,406	103,246	\$1,850.6	\$3,557.0	\$3,053.2	\$6,362.3
NY-25	7,609	69,080	98,907	\$1,823.4	\$3,605.8	\$3,015.8	\$6,330.4
NY-26	8,121	73,190	102,404	\$1,753.0	\$3,431.1	\$2,992.9	\$6,155.8
NY-27	8,526	74,214	99,113	\$1,827.9	\$3,174.7	\$3,178.5	\$5,775.2

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

(continued next page)

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- (3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.
- (4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in North Carolina, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>North Carolina</b>	<b>116,271</b>	<b>891,194</b>	<b>1,258,765</b>	<b>\$23,234.9</b>	<b>\$41,738.7</b>	<b>\$32,279.9</b>	<b>\$70,490.4</b>
NC-1	8,492	63,299	89,340	\$1,532.4	\$2,815.8	\$2,153.1	\$4,995.8
NC-2	7,947	62,228	88,696	\$1,559.8	\$2,776.0	\$2,184.4	\$4,570.7
NC-3	10,348	71,864	94,588	\$1,746.0	\$2,640.0	\$2,449.5	\$4,596.2
NC-4	9,057	82,887	114,140	\$2,069.8	\$3,931.6	\$2,836.2	\$6,302.8
NC-5	8,952	67,126	97,982	\$1,765.4	\$3,205.6	\$2,499.5	\$5,504.6
NC-6	8,231	65,735	93,652	\$1,579.5	\$2,928.0	\$2,227.7	\$5,362.2
NC-7	8,602	60,010	85,455	\$1,507.8	\$2,530.4	\$2,140.9	\$4,514.0
NC-8	7,126	54,664	76,732	\$1,375.6	\$2,348.9	\$1,933.3	\$3,973.8
NC-9	9,586	78,126	111,523	\$2,461.2	\$4,728.6	\$3,305.9	\$7,212.7
NC-10	8,625	62,379	88,073	\$1,564.3	\$2,609.3	\$2,190.4	\$4,366.1
NC-11	9,733	61,081	86,373	\$1,487.0	\$2,412.6	\$2,089.4	\$4,197.2
NC-12	10,511	88,850	129,805	\$2,677.3	\$5,308.0	\$3,643.1	\$9,012.4
NC-13	9,060	72,945	102,406	\$1,908.9	\$3,504.0	\$2,626.5	\$5,881.8

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

- (1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.
- (2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.
- (3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.
- (4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in North Dakota, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>North Dakota</b>	<b>10,693</b>	<b>86,783</b>	<b>117,410</b>	<b>\$2,243.8</b>	<b>\$3,858.5</b>	<b>\$3,465.0</b>	<b>\$6,444.4</b>
ND-1 (At-Large)	10,693	86,783	117,410	\$2,243.8	\$3,858.5	\$3,465.0	\$6,444.4

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places. Details may not add to totals due to rounding.

- (1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.
- (2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.
- (3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.
- (4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Ohio, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Ohio</b>	<b>135,477</b>	<b>1,108,580</b>	<b>1,584,470</b>	<b>\$28,704.4</b>	<b>\$53,872.9</b>	<b>\$43,347.9</b>	<b>\$87,506.9</b>
OH-1	7,698	66,831	97,340	\$1,790.4	\$3,727.6	\$2,527.3	\$5,734.9
OH-2	8,597	74,647	106,277	\$1,894.4	\$3,779.1	\$2,754.3	\$6,017.5
OH-3	7,396	72,449	103,889	\$2,134.2	\$4,055.4	\$3,100.3	\$6,293.9
OH-4	8,542	63,079	90,587	\$1,572.4	\$2,882.4	\$2,467.1	\$4,825.5
OH-5	9,420	75,601	107,693	\$1,923.1	\$3,431.9	\$2,991.3	\$5,681.8
OH-6	8,481	56,439	77,351	\$1,403.3	\$2,248.7	\$2,217.4	\$3,959.4
OH-7	9,159	67,384	96,339	\$1,651.6	\$2,863.3	\$2,658.4	\$4,974.3
OH-8	8,253	71,670	100,903	\$1,735.4	\$3,157.2	\$2,674.5	\$5,285.4
OH-9	6,795	52,946	76,912	\$1,477.0	\$2,849.5	\$2,178.2	\$4,600.2
OH-10	8,014	71,006	99,704	\$1,663.0	\$3,170.4	\$2,529.8	\$5,075.5
OH-11	8,996	65,248	101,212	\$1,798.9	\$4,134.5	\$2,479.3	\$6,237.3
OH-12	8,514	76,194	110,059	\$2,152.8	\$3,855.3	\$3,356.8	\$6,368.2
OH-13	8,083	68,309	94,748	\$1,663.7	\$2,903.6	\$2,498.6	\$4,770.3
OH-14	9,966	75,138	107,562	\$1,887.4	\$3,577.9	\$2,898.4	\$5,934.8
OH-15	8,218	73,021	105,430	\$1,924.4	\$3,655.6	\$2,909.2	\$5,951.8
OH-16	9,344	78,620	108,466	\$2,032.4	\$3,580.6	\$3,107.2	\$5,795.9

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Oklahoma, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Oklahoma</b>	<b>46,359</b>	<b>349,578</b>	<b>494,168</b>	<b>\$9,742.4</b>	<b>\$16,668.0</b>	<b>\$14,113.0</b>	<b>\$26,868.2</b>
OK-1	9,619	81,138	115,815	\$2,346.2	\$4,461.6	\$3,304.6	\$6,856.0
OK-2	7,647	51,384	73,190	\$1,312.5	\$2,049.5	\$2,011.3	\$3,502.0
OK-3	9,652	62,841	90,504	\$1,689.2	\$2,759.4	\$2,565.9	\$4,703.5
OK-4	8,620	65,202	89,122	\$1,720.4	\$2,637.3	\$2,551.2	\$4,450.8
OK-5	10,820	89,014	125,536	\$2,674.2	\$4,760.1	\$3,679.9	\$7,356.0

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Oregon, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Oregon</b>	<b>48,652</b>	<b>371,824</b>	<b>537,850</b>	<b>\$10,342.0</b>	<b>\$18,512.8</b>	<b>\$13,063.0</b>	<b>\$28,983.4</b>
OR-1	9,087	73,544	105,905	\$2,149.7	\$4,058.5	\$2,666.3	\$7,183.5
OR-2	10,500	72,766	106,181	\$1,951.7	\$3,235.2	\$2,537.3	\$5,012.1
OR-3	10,707	86,974	127,053	\$2,530.8	\$4,884.1	\$3,113.2	\$7,119.6
OR-4	8,886	67,090	95,460	\$1,741.0	\$2,905.7	\$2,253.6	\$4,547.4
OR-5	9,472	71,450	103,251	\$1,968.8	\$3,429.3	\$2,492.6	\$5,120.7

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Pennsylvania, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Pennsylvania</b>	<b>156,809</b>	<b>1,181,141</b>	<b>1,681,602</b>	<b>\$31,237.3</b>	<b>\$60,711.3</b>	<b>\$44,771.9</b>	<b>\$95,947.6</b>
PA-1	8,126	56,625	80,309	\$1,587.2	\$3,391.2	\$2,084.3	\$5,047.6
PA-2	7,630	48,233	71,423	\$1,344.6	\$3,365.1	\$1,712.1	\$4,811.3
PA-3	8,270	62,435	88,325	\$1,532.3	\$2,753.7	\$2,315.6	\$4,589.9
PA-4	8,295	64,886	95,506	\$1,623.2	\$3,259.7	\$2,422.5	\$5,352.0
PA-5	8,526	63,504	86,756	\$1,472.1	\$2,454.9	\$2,220.3	\$4,192.3
PA-6	8,462	71,234	102,442	\$2,133.5	\$4,254.2	\$3,095.0	\$6,536.9
PA-7	10,339	79,608	113,319	\$2,339.8	\$4,737.7	\$3,278.2	\$7,190.0
PA-8	10,749	75,113	104,840	\$2,111.1	\$3,808.0	\$2,892.2	\$5,834.6
PA-9	8,506	60,860	83,284	\$1,458.8	\$2,447.4	\$2,253.6	\$4,152.1
PA-10	9,360	59,567	82,759	\$1,411.8	\$2,371.6	\$2,160.3	\$4,056.5
PA-11	8,563	61,209	86,601	\$1,519.3	\$2,809.0	\$2,256.1	\$4,744.3
PA-12	9,745	77,864	111,151	\$2,055.4	\$4,002.2	\$2,994.9	\$6,461.6
PA-13	7,781	61,118	85,614	\$1,779.3	\$3,649.1	\$2,433.1	\$5,421.8
PA-14	8,592	74,507	107,736	\$2,011.4	\$4,323.4	\$2,751.5	\$6,481.0
PA-15	8,871	69,028	100,622	\$1,779.9	\$3,526.9	\$2,569.7	\$5,664.9
PA-16	8,125	64,085	94,638	\$1,682.3	\$3,255.5	\$2,487.0	\$5,284.8
PA-17	8,773	62,754	89,686	\$1,523.5	\$2,751.5	\$2,276.2	\$4,696.2
PA-18	8,094	68,512	96,591	\$1,871.4	\$3,550.3	\$2,569.3	\$5,429.9

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Rhode Island, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Rhode Island</b>	<b>12,825</b>	<b>97,861</b>	<b>135,877</b>	<b>\$2,753.3</b>	<b>\$4,908.0</b>	<b>\$4,002.0</b>	<b>\$7,769.6</b>
RI-1	6,066	43,409	61,074	\$1,206.1	\$2,252.5	\$1,715.5	\$3,600.7
RI-2	6,759	54,452	74,803	\$1,547.1	\$2,655.5	\$2,286.4	\$4,169.0

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in South Carolina, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>South Carolina</b>	<b>56,462</b>	<b>450,633</b>	<b>628,929</b>	<b>\$11,437.7</b>	<b>\$19,243.2</b>	<b>\$17,312.0</b>	<b>\$31,220.1</b>
SC-1	8,547	70,982	96,506	\$1,987.1	\$3,117.2	\$2,906.4	\$4,832.3
SC-2	6,949	58,727	83,221	\$1,486.5	\$2,584.9	\$2,324.5	\$4,319.6
SC-3	7,054	53,300	73,626	\$1,273.9	\$2,096.3	\$2,003.8	\$3,585.6
SC-4	8,233	70,453	99,239	\$1,779.7	\$3,214.2	\$2,619.4	\$4,946.7
SC-5	6,555	48,403	67,802	\$1,225.0	\$2,045.2	\$1,893.5	\$3,411.1
SC-6	9,160	72,736	104,246	\$1,848.9	\$3,275.5	\$2,776.1	\$5,294.4
SC-7	9,964	76,032	104,288	\$1,836.6	\$2,910.0	\$2,788.3	\$4,830.4

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in South Dakota, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>South Dakota</b>	<b>13,867</b>	<b>97,450</b>	<b>134,301</b>	<b>\$2,307.7</b>	<b>\$4,173.3</b>	<b>\$3,608.0</b>	<b>\$6,699.4</b>
SD-1 (At-Large)	13,867	97,450	134,301	\$2,307.7	\$4,173.3	\$3,608.0	\$6,699.4

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Tennessee, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Tennessee</b>	<b>78,608</b>	<b>624,616</b>	<b>889,319</b>	<b>\$17,548.6</b>	<b>\$31,551.8</b>	<b>\$26,793.0</b>	<b>\$51,477.8</b>
TN-1	9,472	73,357	100,681	\$1,761.4	\$2,917.6	\$2,806.6	\$4,993.6
TN-2	8,892	80,388	112,441	\$2,141.5	\$3,758.4	\$3,294.0	\$6,171.0
TN-3	8,686	67,694	95,659	\$1,907.9	\$3,389.1	\$2,946.9	\$5,596.3
TN-4	7,960	61,213	85,999	\$1,489.4	\$2,573.4	\$2,376.4	\$4,470.5
TN-5	10,611	89,758	130,113	\$3,002.6	\$5,889.9	\$4,311.0	\$8,787.1
TN-6	8,117	56,929	81,373	\$1,539.5	\$2,599.6	\$2,427.8	\$4,492.7
TN-7	8,560	61,998	86,704	\$1,681.7	\$2,919.7	\$2,630.7	\$4,894.4
TN-8	9,357	74,257	107,259	\$2,057.5	\$3,610.4	\$3,201.7	\$6,020.5
TN-9	6,955	59,023	89,089	\$1,967.1	\$3,893.7	\$2,797.8	\$6,051.6

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

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**The Economic Impact of the Retail Industry in Texas, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Texas</b>	<b>316,748</b>	<b>2,429,991</b>	<b>3,509,910</b>	<b>\$69,109.2</b>	<b>\$131,931.2</b>	<b>\$107,100.8</b>	<b>\$223,692.8</b>
TX-1	9,678	66,894	95,961	\$1,756.0	\$3,155.0	\$2,853.4	\$5,789.7
TX-2	10,430	87,137	126,776	\$2,820.6	\$6,238.1	\$4,144.6	\$9,756.3
TX-3	9,086	73,995	108,453	\$2,475.1	\$4,630.6	\$3,807.3	\$7,509.0
TX-4	10,309	69,609	99,079	\$1,720.8	\$2,914.6	\$2,836.0	\$5,355.6
TX-5	6,868	48,475	71,173	\$1,577.5	\$2,841.0	\$2,361.0	\$4,626.7
TX-6	8,000	64,486	90,939	\$1,814.2	\$3,167.8	\$2,791.7	\$5,383.5
TX-7	10,660	82,093	123,143	\$2,655.0	\$6,041.7	\$3,945.9	\$9,576.9
TX-8	7,731	60,417	83,975	\$1,696.5	\$2,906.7	\$2,654.5	\$4,986.9
TX-9	6,673	45,706	68,675	\$1,428.3	\$3,086.5	\$2,177.4	\$5,020.4
TX-10	9,191	67,307	97,804	\$2,046.0	\$3,715.4	\$3,142.8	\$6,121.0
TX-11	10,333	69,161	101,119	\$1,878.5	\$3,417.0	\$2,991.4	\$6,219.6
TX-12	9,282	74,985	112,956	\$2,143.6	\$4,199.5	\$3,289.1	\$7,171.1
TX-13	9,745	67,131	98,682	\$1,631.3	\$3,090.6	\$2,684.2	\$5,783.6
TX-14	8,602	67,927	90,242	\$1,676.3	\$2,880.3	\$2,680.4	\$6,272.9
TX-15	8,744	67,157	95,966	\$1,656.0	\$2,698.4	\$2,697.4	\$4,868.4
TX-16	8,400	70,353	96,142	\$1,687.0	\$2,798.8	\$2,847.8	\$5,138.5
TX-17	10,063	76,340	111,891	\$1,833.6	\$3,547.7	\$2,978.0	\$6,267.7
TX-18	8,480	65,882	101,383	\$2,123.7	\$5,281.6	\$3,100.5	\$8,301.4
TX-19	9,111	66,681	96,561	\$1,686.1	\$3,000.6	\$3,013.6	\$5,742.8
TX-20	6,889	69,739	99,608	\$1,996.2	\$3,580.3	\$3,116.7	\$5,872.2
TX-21	12,197	89,143	133,214	\$2,510.1	\$4,877.0	\$3,837.0	\$8,075.3
TX-22	8,302	68,887	94,472	\$1,749.2	\$2,944.5	\$2,840.5	\$5,313.7
TX-23	7,836	66,306	90,740	\$1,787.3	\$2,908.4	\$2,874.4	\$5,175.3
TX-24	14,861	123,215	182,522	\$3,747.3	\$8,152.5	\$5,700.3	\$12,946.9
TX-25	10,511	68,293	101,016	\$1,787.1	\$3,381.2	\$2,813.2	\$5,791.0

(continued next page)

**The Economic Impact of the Retail Industry in Texas, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
TX-26	7,217	62,240	83,259	\$1,384.3	\$2,432.4	\$2,187.8	\$4,070.3
TX-27	9,538	67,094	95,328	\$1,859.8	\$3,224.0	\$2,964.8	\$6,074.5
TX-28	6,130	48,144	67,484	\$1,266.8	\$2,048.5	\$2,006.3	\$3,616.3
TX-29	5,388	39,832	56,728	\$1,348.5	\$2,767.1	\$1,954.9	\$4,624.1
TX-30	7,966	65,367	99,101	\$2,395.7	\$4,893.5	\$3,303.1	\$7,383.3
TX-31	7,831	62,440	83,828	\$1,535.4	\$2,651.8	\$2,494.1	\$4,570.7
TX-32	10,153	77,215	115,151	\$2,788.7	\$5,726.9	\$3,892.8	\$8,667.4
TX-33	6,947	47,393	74,303	\$1,601.5	\$3,367.4	\$2,317.3	\$5,303.0
TX-34	7,108	53,172	76,865	\$1,257.1	\$2,084.3	\$2,079.1	\$3,745.4
TX-35	8,724	69,376	102,268	\$1,951.3	\$3,712.8	\$2,920.8	\$6,147.9
TX-36	7,762	60,397	83,103	\$1,837.1	\$3,566.7	\$2,801.0	\$6,423.2

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Utah, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Utah</b>	<b>35,563</b>	<b>267,749</b>	<b>393,504</b>	<b>\$7,494.1</b>	<b>\$13,257.5</b>	<b>\$10,962.0</b>	<b>\$21,659.5</b>
UT-1	8,107	60,353	86,902	\$1,424.1	\$2,424.8	\$2,120.6	\$4,231.9
UT-2	9,849	76,243	115,807	\$2,161.2	\$4,042.8	\$3,000.5	\$6,515.8
UT-3	9,366	64,199	93,690	\$1,742.0	\$3,061.0	\$2,799.2	\$5,167.3
UT-4	8,241	66,954	97,105	\$2,166.8	\$3,728.8	\$3,041.7	\$5,744.5

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Vermont, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Vermont</b>	<b>9,649</b>	<b>67,048</b>	<b>95,114</b>	<b>\$1,841.1</b>	<b>\$3,079.9</b>	<b>\$2,693.0</b>	<b>\$4,853.6</b>
VT-1 (At-Large)	9,649	67,048	95,114	\$1,841.1	\$3,079.9	\$2,693.0	\$4,853.6

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Virginia, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Virginia</b>	<b>87,997</b>	<b>767,243</b>	<b>1,057,777</b>	<b>\$20,544.6</b>	<b>\$38,310.9</b>	<b>\$30,927.0</b>	<b>\$63,470.5</b>
VA-1	8,131	71,664	95,647	\$1,818.4	\$2,931.5	\$2,803.5	\$5,117.5
VA-2	8,252	71,019	95,798	\$1,762.7	\$3,033.9	\$2,641.2	\$5,175.1
VA-3	7,922	66,576	89,377	\$1,559.0	\$3,074.4	\$2,324.9	\$5,528.2
VA-4	6,698	66,047	88,202	\$1,548.5	\$2,634.0	\$2,446.9	\$4,645.8
VA-5	9,455	67,790	95,637	\$1,660.8	\$2,865.8	\$2,638.4	\$5,221.2
VA-6	9,132	79,173	110,657	\$1,727.1	\$3,205.8	\$2,766.4	\$5,891.0
VA-7	8,808	77,327	110,982	\$2,085.2	\$3,996.6	\$3,140.7	\$6,944.3
VA-8	7,010	67,160	93,625	\$2,422.8	\$4,946.4	\$3,314.2	\$6,969.4
VA-9	7,598	59,274	79,232	\$1,355.2	\$2,188.0	\$2,204.6	\$4,013.6
VA-10	8,941	83,008	117,078	\$2,636.5	\$5,291.5	\$3,844.0	\$8,002.0
VA-11	6,050	58,206	81,541	\$1,968.3	\$4,143.0	\$2,802.1	\$5,962.5

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Washington, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Washington</b>	<b>75,409</b>	<b>611,859</b>	<b>859,334</b>	<b>\$20,193.0</b>	<b>\$34,822.2</b>	<b>\$33,336.9</b>	<b>\$59,822.3</b>
WA-1	8,904	70,405	98,592	\$2,674.5	\$4,660.3	\$4,488.1	\$8,174.6
WA-2	8,151	63,838	85,990	\$1,809.0	\$2,863.3	\$3,058.5	\$5,351.9
WA-3	6,490	50,313	69,221	\$1,313.7	\$2,260.6	\$2,560.1	\$4,379.2
WA-4	5,921	47,527	70,914	\$1,336.7	\$2,537.5	\$2,263.0	\$4,271.6
WA-5	7,200	60,000	86,688	\$1,666.5	\$2,852.4	\$2,870.4	\$5,267.3
WA-6	8,435	62,676	86,581	\$1,698.4	\$2,765.3	\$2,800.9	\$4,945.7
WA-7	10,563	84,166	121,945	\$3,296.3	\$6,184.3	\$5,087.1	\$9,642.2
WA-8	6,433	49,612	67,863	\$1,834.1	\$2,925.2	\$2,923.7	\$4,914.5
WA-9	8,234	75,246	107,184	\$3,259.6	\$5,670.5	\$5,106.4	\$9,155.8
WA-10	5,079	48,074	64,355	\$1,304.3	\$2,102.8	\$2,178.8	\$3,719.5

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in West Virginia, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>West Virginia</b>	<b>21,568</b>	<b>163,610</b>	<b>214,804</b>	<b>\$3,972.4</b>	<b>\$6,363.3</b>	<b>\$6,373.0</b>	<b>\$10,698.8</b>
WV-1	7,649	62,766	81,865	\$1,450.4	\$2,328.0	\$2,354.7	\$3,978.1
WV-2	7,050	50,826	68,206	\$1,271.3	\$2,101.3	\$2,018.0	\$3,460.6
WV-3	6,869	50,018	64,734	\$1,250.8	\$1,933.9	\$2,000.3	\$3,260.1

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.  
 Details may not add to totals due to rounding.

- (1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.
- (2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.
- (3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.
- (4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Wisconsin, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Wisconsin</b>	<b>71,793</b>	<b>577,157</b>	<b>822,912</b>	<b>\$13,915.6</b>	<b>\$26,577.9</b>	<b>\$20,113.0</b>	<b>\$42,787.5</b>
WI-1	8,523	75,704	102,015	\$1,656.4	\$3,012.8	\$2,366.5	\$4,827.2
WI-2	9,879	90,795	128,335	\$2,364.3	\$4,320.2	\$3,408.8	\$7,013.5
WI-3	9,193	68,331	98,536	\$1,553.9	\$2,884.8	\$2,313.3	\$4,828.6
WI-4	6,193	54,596	80,808	\$1,405.0	\$3,154.6	\$1,792.0	\$4,594.5
I-5	8,614	76,757	109,025	\$1,964.0	\$3,816.9	\$2,828.4	\$5,950.5
WI-6	8,694	71,941	102,244	\$1,629.1	\$3,116.6	\$2,411.0	\$5,140.2
WI-7	11,415	67,936	97,468	\$1,637.3	\$2,859.7	\$2,455.1	\$4,832.1
WI-8	9,282	71,099	104,480	\$1,705.5	\$3,412.3	\$2,538.0	\$5,601.0

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.

Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

**The Economic Impact of the Retail Industry in Wyoming, 2012**

State / Congressional District	Number of Retail Establishments <sup>(1)</sup>	Employment (Jobs) <sup>(2)</sup>		Labor Income (\$ Million) <sup>(3)</sup>		GDP (\$ Million)	
		Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>	Direct	Total <sup>(4)</sup>
<b>Wyoming</b>	<b>8,676</b>	<b>59,708</b>	<b>79,631</b>	<b>\$1,580.2</b>	<b>\$2,515.9</b>	<b>\$2,614.0</b>	<b>\$4,881.9</b>
WY-1 (At-Large)	8,676	59,708	79,631	\$1,580.2	\$2,515.9	\$2,614.0	\$4,881.9

Source: PwC calculations using the IMPLAN modeling system (2012 database) and data from the US Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics for the retail industry, including food services and drinking places.  
 Details may not add to totals due to rounding.

(1) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

(2) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

(3) Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

(4) Total impact includes direct, indirect and induced impacts. Direct impacts are those occurring directly within the retail industry. Indirect impacts are those occurring within other businesses as part of the supply chain to the retail industry. Induced impacts are those arising from household spending of income earned from the retail industry or its supply chain.

# *Appendix B*

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## Appendix B: Detail on Retail Firms, Employment, and Labor Income by Firm Size

This appendix provides additional detail on the distribution of US retail firms, jobs and labor income by firm size based on data from the US Census Bureau and PwC's estimates of the count of retail establishments and direct employment in 2012. The US Census Bureau's *Statistics of US Business* provides detailed estimates of employment, payroll, and establishments by firm size for businesses with payroll employment.

PwC obtained data from the 2011 edition of *Statistics of US Business*, the most recent year available, by detailed industry to determine the percentage of firms, jobs, and payroll by detailed firm employment size class. These percentages were then applied to PwC's estimates of retail firms, direct jobs, and direct labor income in businesses with payroll employment in 2012. PwC's estimate of nonemployer firms, self-employed individuals, and proprietors' income in 2012 were included in businesses with less than 10 employees. Finally, PwC combined the detailed employment size classes into three employment size groups: (1) retail firms with less than 10 employees, (2) retail firms with less than 50 employees, and (3) retail firms with 50 or more employees.

**Table B-1a** provides detailed counts of US retail firms by employment size by subsector in 2012. **Table B-1b** provides the percent of US retail firms by employment size by retail subsector in 2012.

**Table B-2a** provides detailed counts of jobs by firm size by retail subsector in 2012. **Table B-2b** provides the percent of retail jobs by firm size by retail subsector in 2012.

**Table B-3a** provides detailed data on labor income by firm size by retail subsector in 2012. **Table B-3b** provides the percent of labor income by firm size by retail subsector in 2012.

**Table B-1a. Count of US Retail Firms by Subsector and Firm Size, 2012**

NAICS	Subsector Description	Number of Firms	Firm Size by Employment		
			Less Than 10*	Less Than 50*	50 or More
441	Motor vehicle and parts dealers	245,039	220,144	238,097	6,943
442	Furniture and home furnishings stores	75,111	69,251	74,372	739
443	Electronics and appliance stores	57,177	52,808	56,602	575
444	Building material and garden equipment and supplies dealers	87,570	74,235	85,693	1,877
445	Food and beverage stores	218,285	197,729	214,518	3,768
446	Health and personal care stores	192,685	181,594	191,522	1,163
447	Gasoline stations	70,214	57,314	68,432	1,782
448	Clothing and clothing accessories stores	209,204	202,213	208,239	965
451	Sporting goods, hobby, book, and music stores	114,692	108,906	114,020	672
452	General merchandise stores	46,156	44,887	45,878	279
453	Miscellaneous store retailers	365,302	354,314	363,682	1,619
454	Nonstore retailers	853,990	847,939	852,706	1,283
722	Food services and drinking places	711,739	546,592	687,466	24,274
	<b>Total Retail Industry</b>	<b>3,247,165</b>	<b>2,957,925</b>	<b>3,201,226</b>	<b>45,939</b>

Source: PwC calculations based on data from the US Bureau of Economic Analysis and the US Census Bureau for the retail industry, including food services and drinking places.

\*Includes nonemployer firms.

**Table B-1b. Percent of US Retail Firms by Subsector and Firm Size, 2012**

NAICS	Subsector Description	Firm Size by Employment		
		Less Than 10*	Less Than 50*	50 or More
441	Motor vehicle and parts dealers	89.8%	97.2%	2.8%
442	Furniture and home furnishings stores	92.2%	99.0%	1.0%
443	Electronics and appliance stores	92.4%	99.0%	1.0%
444	Building material and garden equipment and supplies dealers	84.8%	97.9%	2.1%
445	Food and beverage stores	90.6%	98.3%	1.7%
446	Health and personal care stores	94.2%	99.4%	0.6%
447	Gasoline stations	81.6%	97.5%	2.5%
448	Clothing and clothing accessories stores	96.7%	99.5%	0.5%
451	Sporting goods, hobby, book, and music stores	95.0%	99.4%	0.6%
452	General merchandise stores	97.2%	99.4%	0.6%
453	Miscellaneous store retailers	97.0%	99.6%	0.4%
454	Nonstore retailers	99.3%	99.8%	0.2%
722	Food services and drinking places	76.8%	96.6%	3.4%
	<b>Total Retail Industry</b>	<b>91.1%</b>	<b>98.6%</b>	<b>1.4%</b>

Source: PwC calculations based on data from the US Bureau of Economic Analysis and the US Census Bureau for the retail industry, including food services and drinking places.

\*Includes nonemployer firms.

**Table B-2a. Count of US Retail Jobs by Subsector and Firm Size, 2012**

NAICS	Subsector Description	Number of Jobs	Firm Size by Employment		
			Less Than 10*	Less Than 50*	50 or More
441	Motor vehicle and parts dealers	1,936,800	364,305	783,372	1,153,428
442	Furniture and home furnishings stores	502,000	155,561	252,652	249,348
443	Electronics and appliance stores	554,000	121,100	193,962	360,038
444	Building material and garden equipment and supplies dealers	1,231,100	198,686	427,578	803,522
445	Food and beverage stores	3,078,500	446,182	785,784	2,292,716
446	Health and personal care stores	1,176,900	285,000	448,980	727,920
447	Gasoline stations	885,400	221,629	413,343	472,057
448	Clothing and clothing accessories stores	1,614,200	334,099	434,191	1,180,009
451	Sporting goods, hobby, book, and music stores	739,500	244,120	334,543	404,957
452	General merchandise stores	3,145,800	54,240	70,029	3,075,771
453	Miscellaneous store retailers	1,590,700	1,010,348	1,180,619	410,081
454	Nonstore retailers	1,729,900	1,359,905	1,458,342	271,558
722	Food services and drinking places	10,799,300	1,692,591	4,742,028	6,057,272
	<b>Total Retail Industry</b>	<b>28,984,100</b>	<b>6,487,763</b>	<b>11,525,422</b>	<b>17,458,678</b>

Source: PwC calculations based on data from the US Bureau of Economic Analysis and the US Census Bureau for the retail industry, including food services and drinking places.

\*Includes self-employed individuals.

**Table B-2b. Percent of US Retail Jobs by Subsector and Firm Size, 2012**

NAICS	Subsector Description	Firm Size by Employment		
		Less Than 10*	Less Than 50*	50 or More
441	Motor vehicle and parts dealers	18.8%	40.4%	59.6%
442	Furniture and home furnishings stores	31.0%	50.3%	49.7%
443	Electronics and appliance stores	21.9%	35.0%	65.0%
444	Building material and garden equipment and supplies dealers	16.1%	34.7%	65.3%
445	Food and beverage stores	14.5%	25.5%	74.5%
446	Health and personal care stores	24.2%	38.1%	61.9%
447	Gasoline stations	25.0%	46.7%	53.3%
448	Clothing and clothing accessories stores	20.7%	26.9%	73.1%
451	Sporting goods, hobby, book, and music stores	33.0%	45.2%	54.8%
452	General merchandise stores	1.7%	2.2%	97.8%
453	Miscellaneous store retailers	63.5%	74.2%	25.8%
454	Nonstore retailers	78.6%	84.3%	15.7%
722	Food services and drinking places	15.7%	43.9%	56.1%
	<b>Total Retail Industry</b>	<b>22.4%</b>	<b>39.8%</b>	<b>60.2%</b>

Source: PwC calculations based on data from the US Bureau of Economic Analysis and the US Census Bureau for the retail industry, including food services and drinking places.

\*Includes self-employed individuals.

**Table B-3a. US Retail Labor Income by Subsector and Firm Size, 2012**

NAICS	Subsector Description	Labor Income (\$ Billion)	Firm Size by Employment		
			Less Than 10*	Less Than 50*	50 or More
441	Motor vehicle and parts dealers	\$108.0	\$22.8	\$43.9	\$64.1
442	Furniture and home furnishings stores	\$19.2	\$5.8	\$10.1	\$9.0
443	Electronics and appliance stores	\$28.1	\$5.3	\$9.8	\$18.4
444	Building material and garden equipment and supplies dealers	\$47.0	\$8.3	\$18.1	\$29.0
445	Food and beverage stores	\$93.0	\$16.6	\$24.7	\$68.3
446	Health and personal care stores	\$47.1	\$8.1	\$15.4	\$31.7
447	Gasoline stations	\$31.3	\$15.5	\$19.9	\$11.4
448	Clothing and clothing accessories stores	\$39.0	\$8.3	\$11.8	\$27.2
451	Sporting goods, hobby, book, and music stores	\$16.7	\$5.2	\$7.8	\$8.9
452	General merchandise stores	\$85.9	\$1.1	\$1.5	\$84.4
453	Miscellaneous store retailers	\$33.9	\$16.9	\$22.3	\$11.6
454	Nonstore retailers	\$36.7	\$13.1	\$18.3	\$18.4
722	Food services and drinking places	\$236.4	\$43.6	\$104.3	\$132.1
	<b>Total Retail Industry</b>	<b>\$822.5</b>	<b>\$170.6</b>	<b>\$307.8</b>	<b>\$514.7</b>

Source: PwC calculations based on data from the US Bureau of Economic Analysis and the US Census Bureau for the retail industry, including food services and drinking places.

\*Includes proprietors' income of self-employed individuals.

**Table B-3b. Percent of Labor Income by Subsector and Firm Size, 2012**

NAICS	Subsector Description	Firm Size by Employment		
		Less Than 10*	Less Than 50*	50 or More
441	Motor vehicle and parts dealers	21.1%	40.7%	59.3%
442	Furniture and home furnishings stores	30.1%	52.9%	47.1%
443	Electronics and appliance stores	18.9%	34.8%	65.2%
444	Building material and garden equipment and supplies dealers	17.7%	38.4%	61.6%
445	Food and beverage stores	17.8%	26.6%	73.4%
446	Health and personal care stores	17.2%	32.7%	67.3%
447	Gasoline stations	49.5%	63.5%	36.5%
448	Clothing and clothing accessories stores	21.2%	30.2%	69.8%
451	Sporting goods, hobby, book, and music stores	31.3%	46.5%	53.5%
452	General merchandise stores	1.3%	1.7%	98.3%
453	Miscellaneous store retailers	49.9%	65.8%	34.2%
454	Nonstore retailers	35.7%	49.8%	50.2%
722	Food services and drinking places	18.4%	44.1%	55.9%
	<b>Total Retail Industry</b>	<b>20.7%</b>	<b>37.4%</b>	<b>62.6%</b>

Source: PwC calculations based on data from the US Bureau of Economic Analysis and the US Census Bureau for the retail industry, including food services and drinking places.

\*Includes proprietors' income of self-employed individuals.

# *Appendix C*

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## **Appendix C: Detailed Occupation Data for the US Retail Industry**

This appendix provides additional detail for the occupation data for the US retail industry in 2012, presented in Table 10. Occupation estimates are based on data from the May 2012 edition of the *Occupational Employment Statistics* (OES) database and PwC's estimates of the US retail industry's direct, indirect, and induced employment impact by sector. The data are arranged into broad occupation groupings as defined for this study and are listed by occupation code provided in the original OES database.

For more information on the *Occupational Employment Statistics* database, please see <http://www.bls.gov/oes/>.

Occupation Code	Occupation	Direct Jobs	Indirect/ Induced Jobs	Total Jobs	Total Job Impact Share
<b>Food preparation and serving related occupations</b>					
35-1000	Supervisors of Food Preparation and Serving Workers	804,691	17,234	821,925	1.94%
35-2000	Cooks and Food Preparation Workers	2,385,426	63,758	2,449,183	5.79%
35-3000	Food and Beverage Serving Workers	6,001,828	118,130	6,119,958	14.47%
35-9000	Other Food Preparation and Serving Related Workers	1,126,798	28,479	1,155,277	2.73%
35-xxxx	Unallocable Food Preparation and Serving Related Occupations	-	56	56	0.00%
51-3000	Food Processing Workers	293,039	77,787	370,826	0.88%
	<b>Total food preparation and serving related occupations</b>	<b>10,611,782</b>	<b>305,444</b>	<b>10,917,226</b>	<b>25.8%</b>
<b>Sales and related occupations</b>					
11-2000	Advertising, Marketing, Promotions, Public Relations, and Sales Managers	102,822	73,529	176,351	0.42%
41-1000	Supervisors of Sales Workers	1,286,629	49,243	1,335,872	3.16%
41-2000	Retail Sales Workers	8,396,179	187,929	8,584,108	20.30%
41-3010	Advertising Sales Agents	1,949	20,336	22,285	0.05%
41-3030	Securities, Commodities, and Financial Services Sales Agents	744	94,777	95,521	0.23%
41-3040	Travel Agents	-	11,921	11,921	0.03%
41-3090	Miscellaneous Sales Representatives, Services	59,884	95,823	155,707	0.37%
41-3xxx	Unallocable Sales Representatives, Services	-	2	2	0.00%
41-4000	Sales Representatives, Wholesale and Manufacturing	117,530	178,965	296,495	0.70%
41-9010	Models, Demonstrators, and Product Promoters	14,961	10,259	25,220	0.06%
41-9030	Sales Engineers	741	7,088	7,829	0.02%
41-9040	Telemarketers	26,601	41,514	68,115	0.16%
41-9090	Miscellaneous Sales and Related Workers	82,009	10,405	92,414	0.22%
41-9xxx	Unallocable Other Sales and Related Workers	-	17	17	0.00%
	<b>Total sales and related occupations</b>	<b>10,090,048</b>	<b>781,808</b>	<b>10,871,856</b>	<b>25.7%</b>

Occupation Code	Occupation	Direct Jobs	Indirect/ Induced Jobs	Total Jobs	Total Job Impact Share
<b><i>Logistics and freight transportation occupations</i></b>					
11-3060	Purchasing Managers	6,347	6,046	12,393	0.03%
11-3070	Transportation, Storage, and Distribution Managers	6,739	12,531	19,270	0.05%
13-1020	Buyers and Purchasing Agents	58,271	33,718	91,989	0.22%
13-1080	Logisticians	1,520	11,196	12,717	0.03%
15-2030	Operations Research Analysts	366	9,553	9,919	0.02%
33-9032	Security Guards	72,617	172,058	244,675	0.58%
43-5010	Cargo and Freight Agents	-	10,635	10,635	0.03%
43-5052	Postal Service Mail Carriers	-	229,604	229,604	0.54%
43-5053	Postal Service Mail Sorters, Processors, and Processing Machine Operators	-	100,886	100,886	0.24%
43-5060	Production, Planning, and Expediting Clerks	22,526	33,220	55,746	0.13%
43-5070	Shipping, Receiving, and Traffic Clerks	223,232	72,348	295,579	0.70%
43-5080	Stock Clerks and Order Fillers	1,388,985	72,901	1,461,886	3.46%
43-5110	Weighers, Measurers, Checkers, and Samplers, Recordkeeping	11,089	9,062	20,151	0.05%
43-5xxx	Unallocable Material Recording, Scheduling, Dispatching, and Distribution	-	15	15	0.00%
53-1010	Aircraft Cargo Handling Supervisors	377	992	1,369	0.00%
53-1020	First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand	20,563	26,740	47,303	0.11%
53-1030	First-Line Supervisors of Transportation and Material-Moving Machine and Vehicle Operators	24,050	26,878	50,927	0.12%
53-1xxx	Unallocable Supervisors of Transportation and Material Moving Workers	-	34	34	0.00%
53-3030	Driver/Sales Workers and Truck Drivers	643,484	330,601	974,084	2.30%
53-7000	Material Moving Workers	798,126	533,584	1,331,710	3.15%
	<b>Total logistics and freight transportation occupations</b>	<b>3,278,290</b>	<b>1,692,601</b>	<b>4,970,892</b>	<b>11.8%</b>

Occupation Code	Occupation	Direct Jobs	Indirect/ Induced Jobs	Total Jobs	Total Job Impact Share
<b>Management, business operations, office and administrative occupations</b>					
11-3010	Administrative Services Managers	12,750	29,391	42,141	0.10%
11-3050	Industrial Production Managers	583	15,039	15,622	0.04%
11-3120	Human Resources Managers	2,600	11,317	13,916	0.03%
11-3130	Training and Development Managers	836	3,517	4,354	0.01%
11-9000	Other Management Occupations	177,884	235,804	413,688	0.98%
11-1000	Top Executives	354,090	247,863	601,953	1.42%
11-3xxx	Unallocable Operations Specialties Managers	-	7	7	0.00%
13-1010	Agents and Business Managers of Artists, Performers, and Athletes	-	6,476	6,476	0.02%
13-1040	Compliance Officers	1,262	19,473	20,735	0.05%
13-1070	Human Resources Workers	16,894	65,798	82,692	0.20%
13-1110	Management Analysts	4,451	71,743	76,194	0.18%
13-1120	Meeting, Convention, and Event Planners	5,945	12,223	18,167	0.04%
13-1130	Fundraisers	220	8,880	9,100	0.02%
13-1140	Compensation, Benefits, and Job Analysis Specialists	2,188	11,409	13,597	0.03%
13-1150	Training and Development Specialists	11,218	27,581	38,799	0.09%
13-1160	Market Research Analysts and Marketing Specialists	26,475	61,038	87,512	0.21%
13-1190	Miscellaneous Business Operations Specialists	29,948	100,450	130,398	0.31%
43-1000	Supervisors of Office and Administrative Support Workers	203,463	167,962	371,425	0.88%
43-2000	Communications Equipment Operators	17,553	16,887	34,440	0.08%
43-4020	Correspondence Clerks	240	1,488	1,727	0.00%
43-4030	Court, Municipal, and License Clerks	-	1,372	1,372	0.00%
43-4050	Customer Service Representatives	444,418	317,326	761,744	1.80%
43-4060	Eligibility Interviewers, Government Programs	-	2,055	2,055	0.00%
43-4070	File Clerks	8,314	19,239	27,553	0.07%

Occupation Code	Occupation	Direct Jobs	Indirect/ Induced Jobs	Total Jobs	Total Job Impact Share
43-4080	Hotel, Motel, and Resort Desk Clerks	623	21,484	22,107	0.05%
43-4110	Interviewers, Except Eligibility and Loan	253	22,154	22,407	0.05%
43-4120	Library Assistants, Clerical	-	3,091	3,091	0.01%
43-4160	Human Resources Assistants, Except Payroll and Timekeeping	20,570	12,510	33,080	0.08%
43-4170	Receptionists and Information Clerks	38,066	137,712	175,778	0.42%
43-4180	Reservation and Transportation Ticket Agents and Travel Clerks	-	13,565	13,565	0.03%
43-4190	Miscellaneous Information and Record Clerks	7,051	12,084	19,135	0.05%
43-6000	Secretaries and Administrative Assistants	128,528	467,557	596,086	1.41%
43-9050	Mail Clerks and Mail Machine Operators, Except Postal Service	3,007	15,139	18,147	0.04%
43-9060	Office Clerks, General	287,784	349,002	636,786	1.51%
43-9070	Office Machine Operators, Except Computer	12,567	9,085	21,652	0.05%
43-9080	Proofreaders and Copy Markers	234	1,376	1,609	0.00%
43-9190	Miscellaneous Office and Administrative Support Workers	7,119	18,880	25,999	0.06%
	<b>Total management, business operations, office and administrative occupations</b>	<b>1,827,137</b>	<b>2,537,975</b>	<b>4,365,111</b>	<b>10.3%</b>
<b><i>Total building, cleaning, maintenance, installation, and repair occupations</i></b>					
37-1000	Supervisors of Building and Grounds Cleaning and Maintenance Workers	4,326	37,606	41,932	0.10%
37-2000	Building Cleaning and Pest Control Workers	177,519	423,149	600,668	1.42%
37-3000	Grounds Maintenance Workers	14,759	153,914	168,674	0.40%
47-1000	Supervisors of Construction and Extraction Workers	3,400	22,524	25,923	0.06%
47-2000	Construction Trades Workers	36,848	192,897	229,745	0.54%
47-3000	Helpers, Construction Trades	1,876	9,887	11,763	0.03%
47-4000	Other Construction and Related Workers	2,738	19,650	22,388	0.05%
47-5000	Extraction Workers	-	13,942	13,942	0.03%
47-xxxx	Unallocable Construction and Extraction Occupations	-	37	37	0.00%

Occupation Code	Occupation	Direct Jobs	Indirect/ Induced Jobs	Total Jobs	Total Job Impact Share
49-1000	Supervisors of Installation, Maintenance, and Repair Workers	71,569	50,191	121,760	0.29%
49-2020	Radio and Telecommunications Equipment Installers and Repairers	2,845	26,585	29,430	0.07%
49-2090	Miscellaneous Electrical and Electronic Equipment Mechanics, Installers, and Repairers	23,211	23,436	46,647	0.11%
49-2xxx	Unallocable Electrical and Electronic Equipment Mechanics, Installers, and Repairers	-	30	30	0.00%
49-3000	Vehicle and Mobile Equipment Mechanics, Installers, and Repairers	522,252	141,668	663,920	1.57%
49-9000	Other Installation, Maintenance, and Repair Occupations	243,379	381,770	625,150	1.48%
	<b>Total building, cleaning, maintenance, installation, and repair occupations</b>	<b>1,104,722</b>	<b>1,497,287</b>	<b>2,602,008</b>	<b>6.2%</b>
<i>Health care, personal care and service occupations</i>					
29-1000	Health Diagnosing and Treating Practitioners	229,564	418,657	648,221	1.53%
29-2000	Health Technologists and Technicians	350,723	251,787	602,510	1.42%
29-9000	Other Healthcare Practitioners and Technical Occupations	1,428	12,629	14,057	0.03%
29-xxxx	Unallocable Healthcare Practitioners and Technical Occupations	57	5	61	0.00%
31-1000	Nursing, Psychiatric, and Home Health Aides	-	246,124	246,124	0.58%
31-2000	Occupational Therapy and Physical Therapist Assistants and Aides	-	16,465	16,465	0.04%
31-9000	Other Healthcare Support Occupations	51,257	152,916	204,172	0.48%
31-xxxx	Unallocable Healthcare Support Occupations	-	37	37	0.00%
39-1000	Supervisors of Personal Care and Service Workers	4,616	22,041	26,657	0.06%
39-2000	Animal Care and Service Workers	62,772	27,643	90,415	0.21%
39-3000	Entertainment Attendants and Related Workers	12,692	85,464	98,156	0.23%
39-4000	Funeral Service Workers	-	11,186	11,186	0.03%
39-5000	Personal Appearance Workers	29,266	84,053	113,319	0.27%
39-6000	Baggage Porters, Bellhops, and Concierges	30	10,944	10,974	0.03%

Occupation Code	Occupation	Direct Jobs	Indirect/ Induced Jobs	Total Jobs	Total Job Impact Share
39-7000	Tour and Travel Guides	339	4,369	4,708	0.01%
39-9000	Other Personal Care and Service Workers	5,227	282,521	287,749	0.68%
39-xxxx	Unallocable Personal Care and Service Occupations	-	218	218	0.00%
53-3010	Ambulance Drivers and Attendants, Except Emergency Medical Technicians	43	1,909	1,952	0.00%
	<b>Total health care, personal care and service occupations</b>	<b>748,013</b>	<b>1,628,967</b>	<b>2,376,981</b>	<b>5.6%</b>
<b><i>Finance, insurance, and real estate occupations</i></b>					
11-3030	Financial Managers	15,867	67,810	83,677	0.20%
11-3110	Compensation and Benefits Managers	547	2,580	3,126	0.01%
13-1030	Claims Adjusters, Appraisers, Examiners, and Investigators	-	44,573	44,573	0.11%
13-1050	Cost Estimators	7,463	14,133	21,596	0.05%
13-2010	Accountants and Auditors	42,789	166,243	209,032	0.49%
13-2020	Appraisers and Assessors of Real Estate	-	16,724	16,724	0.04%
13-2030	Budget Analysts	65	3,810	3,875	0.01%
13-2040	Credit Analysts	1,815	8,746	10,561	0.02%
13-2050	Financial Analysts and Advisors	1,389	120,654	122,043	0.29%
13-2060	Financial Examiners	-	3,980	3,980	0.01%
13-2070	Credit Counselors and Loan Officers	7,579	43,484	51,063	0.12%
13-2080	Tax Examiners, Collectors and Preparers, and Revenue Agents	-	11,441	11,441	0.03%
13-2090	Miscellaneous Financial Specialists	661	19,399	20,061	0.05%
15-2010	Actuaries	-	4,162	4,162	0.01%
41-3020	Insurance Sales Agents	214	67,225	67,440	0.16%
41-9020	Real Estate Brokers and Sales Agents	-	104,896	104,896	0.25%
43-3010	Bill and Account Collectors	16,972	56,699	73,671	0.17%
43-3020	Billing and Posting Clerks	35,770	60,612	96,382	0.23%

Occupation Code	Occupation	Direct Jobs	Indirect/ Induced Jobs	Total Jobs	Total Job Impact Share
43-3030	Bookkeeping, Accounting, and Auditing Clerks	241,135	199,369	440,504	1.04%
43-3050	Payroll and Timekeeping Clerks	15,495	18,853	34,348	0.08%
43-3060	Procurement Clerks	8,187	4,741	12,929	0.03%
43-3070	Tellers	-	74,273	74,273	0.18%
43-3090	Miscellaneous Financial Clerks	1,057	7,028	8,085	0.02%
43-4010	Brokerage Clerks	-	21,878	21,878	0.05%
43-4040	Credit Authorizers, Checkers, and Clerks	7,374	6,362	13,736	0.03%
43-4130	Loan Interviewers and Clerks	2,287	28,824	31,110	0.07%
43-4140	New Accounts Clerks	-	7,828	7,828	0.02%
43-4150	Order Clerks	157,277	17,572	174,848	0.41%
43-9040	Insurance Claims and Policy Processing Clerks	673	44,277	44,951	0.11%
	<b>Total finance, insurance, and real estate occupations</b>	<b>564,616</b>	<b>1,248,175</b>	<b>1,812,791</b>	<b>4.3%</b>
<b><i>Technology and IT related occupations</i></b>					
11-3020	Computer and Information Systems Managers	7,466	41,431	48,896	0.12%
15-1110	Computer and Information Research Scientists	156	2,358	2,514	0.01%
15-1120	Computer and Information Analysts	7,243	78,486	85,729	0.20%
15-1130	Software Developers and Programmers	60,248	193,159	253,407	0.60%
15-1140	Database and Systems Administrators and Network Architects	17,321	81,330	98,651	0.23%
15-1150	Computer Support Specialists	33,355	86,668	120,022	0.28%
15-1190	Miscellaneous Computer Occupations	2,967	14,757	17,724	0.04%
17-2060	Computer Hardware Engineers	857	8,136	8,993	0.02%
17-2070	Electrical and Electronics Engineers	801	29,787	30,588	0.07%
43-9010	Computer Operators	6,394	9,809	16,203	0.04%
43-9020	Data Entry and Information Processing Workers	24,660	35,838	60,498	0.14%
43-9030	Desktop Publishers	1,212	1,997	3,209	0.01%

Occupation Code	Occupation	Direct Jobs	Indirect/ Induced Jobs	Total Jobs	Total Job Impact Share
49-2010	Computer, Automated Teller, and Office Machine Repairers	39,975	11,510	51,485	0.12%
51-4010	Computer Control Programmers and Operators	-	10,605	10,605	0.03%
51-9140	Semiconductor Processors	-	1,021	1,021	0.00%
	<b>Total technology and IT related occupations</b>	<b>202,654</b>	<b>606,892</b>	<b>809,546</b>	<b>1.9%</b>
<i>All other occupations</i>					
15-2020	Mathematicians	-	281	281	0.00%
15-2040	Statisticians	256	2,843	3,099	0.01%
15-2090	Miscellaneous Mathematical Science Occupations	-	291	291	0.00%
17-1000	Architects, Surveyors, and Cartographers	583	23,223	23,807	0.06%
17-2010	Aerospace Engineers	-	5,959	5,959	0.01%
17-2020	Agricultural Engineers	-	256	256	0.00%
17-2030	Biomedical Engineers	-	2,122	2,122	0.01%
17-2040	Chemical Engineers	-	3,604	3,604	0.01%
17-2050	Civil Engineers	52	29,076	29,128	0.07%
17-2080	Environmental Engineers	-	6,113	6,113	0.01%
17-2110	Industrial Engineers, Including Health and Safety	992	22,898	23,890	0.06%
17-2120	Marine Engineers and Naval Architects	-	762	762	0.00%
17-2130	Materials Engineers	-	1,668	1,668	0.00%
17-2140	Mechanical Engineers	169	24,776	24,945	0.06%
17-2150	Mining and Geological Engineers, Including Mining Safety Engineers	-	875	875	0.00%
17-2160	Nuclear Engineers	-	2,575	2,575	0.01%
17-2170	Petroleum Engineers	-	8,526	8,526	0.02%
17-2190	Miscellaneous Engineers	398	11,259	11,657	0.03%
17-2xxx	Unallocable Engineers	74	24	98	0.00%
17-3000	Drafters, Engineering Technicians, and Mapping Technicians	1,759	75,588	77,347	0.18%

Occupation Code	Occupation	Direct Jobs	Indirect/ Induced Jobs	Total Jobs	Total Job Impact Share
17-xxxx	Unallocable Architecture and Engineering Occupations	-	21	21	0.00%
19-1000	Life Scientists	403	24,362	24,765	0.06%
19-2000	Physical Scientists	-	29,722	29,722	0.07%
19-3000	Social Scientists and Related Workers	-	17,287	17,287	0.04%
19-4000	Life, Physical, and Social Science Technicians	187	31,570	31,757	0.08%
19-xxxx	Unallocable Life, Physical, and Social Science Occupations	40	98	138	0.00%
21-1000	Counselors, Social Workers, and Other Community and Social Service Specialists	809	154,178	154,987	0.37%
21-2000	Religious Workers	-	13,700	13,700	0.03%
23-1000	Lawyers, Judges, and Related Workers	1,114	82,708	83,822	0.20%
23-2000	Legal Support Workers	1,160	58,210	59,370	0.14%
23-xxxx	Unallocable Legal Occupations	-	12	12	0.00%
25-1000	Postsecondary Teachers	-	51,972	51,972	0.12%
25-2000	Preschool, Primary, Secondary, and Special Education School Teachers	-	172,919	172,919	0.41%
25-3000	Other Teachers and Instructors	7,693	58,176	65,870	0.16%
25-4000	Librarians, Curators, and Archivists	594	10,604	11,198	0.03%
25-9000	Other Education, Training, and Library Occupations	345	69,870	70,215	0.17%
25-xxxx	Unallocable Education, Training, and Library Occupations	108	35	143	0.00%
27-1000	Art and Design Workers	142,805	60,971	203,777	0.48%
27-2000	Entertainers and Performers, Sports and Related Workers	4,199	88,456	92,655	0.22%
27-3000	Media and Communication Workers	13,818	76,294	90,112	0.21%
27-4000	Media and Communication Equipment Workers	3,965	34,375	38,339	0.09%
27-xxxx	Unallocable Arts, Design, Entertainment, Sports, and Media Occupations	-	13	13	0.00%
33-1000	Supervisors of Protective Service Workers	4,988	9,746	14,735	0.03%

Occupation Code	Occupation	Direct Jobs	Indirect/ Induced Jobs	Total Jobs	Total Job Impact Share
33-2000	Fire Fighting and Prevention Workers	-	5,321	5,321	0.01%
33-3000	Law Enforcement Workers	-	16,172	16,172	0.04%
33-9010	Animal Control Workers	-	461	461	0.00%
33-9020	Private Detectives and Investigators	1,117	3,435	4,552	0.01%
33-9031	Gaming Surveillance Officers and Gaming Investigators	-	745	745	0.00%
33-9090	Miscellaneous Protective Service Workers	8,062	23,055	31,117	0.07%
43-3040	Gaming Cage Workers	-	1,692	1,692	0.00%
43-5020	Couriers and Messengers	1,536	12,751	14,287	0.03%
43-5030	Dispatchers	11,705	24,421	36,126	0.09%
43-5040	Meter Readers, Utilities	-	3,474	3,474	0.01%
43-5051	Postal Service Clerks	-	52,040	52,040	0.12%
43-9110	Statistical Assistants	-	1,417	1,417	0.00%
45-0000	Farming, Fishing, and Forestry Occupations	23,672	70,435	94,107	0.22%
51-1000	Supervisors of Production Workers	31,293	54,034	85,327	0.20%
51-2000	Assemblers and Fabricators	35,849	162,073	197,922	0.47%
51-4020	Forming Machine Setters, Operators, and Tenders, Metal and Plastic	-	10,576	10,576	0.03%
51-4030	Machine Tool Cutting Setters, Operators, and Tenders, Metal and Plastic	722	25,957	26,679	0.06%
51-4040	Machinists	1,121	29,779	30,900	0.07%
51-4050	Metal Furnace Operators, Tenders, Pourers, and Casters	-	1,672	1,672	0.00%
51-4060	Model Makers and Patternmakers, Metal and Plastic	-	692	692	0.00%
51-4070	Molders and Molding Machine Setters, Operators, and Tenders, Metal and Plastic	-	11,769	11,769	0.03%
51-4080	Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	-	6,232	6,232	0.01%

Occupation Code	Occupation	Direct Jobs	Indirect/ Induced Jobs	Total Jobs	Total Job Impact Share
51-4110	Tool and Die Makers	-	5,002	5,002	0.01%
51-4120	Welding, Soldering, and Brazing Workers	1,453	28,284	29,736	0.07%
51-4190	Miscellaneous Metal Workers and Plastic Workers	-	7,157	7,157	0.02%
51-4xxx	Unallocable Metal Workers and Plastic Workers	192	6	198	0.00%
51-5100	Printing Workers	4,131	36,890	41,021	0.10%
51-6000	Textile, Apparel, and Furnishings Workers	26,988	76,694	103,683	0.25%
51-7000	Woodworkers	7,791	23,857	31,648	0.07%
51-8000	Plant and System Operators	195	24,291	24,485	0.06%
51-9010	Chemical Processing Machine Setters, Operators, and Tenders	1,529	9,498	11,027	0.03%
51-9020	Crushing, Grinding, Polishing, Mixing, and Blending Workers	2,009	17,037	19,047	0.05%
51-9030	Cutting Workers	1,220	8,464	9,684	0.02%
51-9040	Extruding, Forming, Pressing, and Compacting Machine Setters, Operators, and Tenders	53	6,983	7,036	0.02%
51-9050	Furnace, Kiln, Oven, Drier, and Kettle Operators and Tenders	-	1,700	1,700	0.00%
51-9060	Inspectors, Testers, Sorters, Samplers, and Weighers	13,123	47,388	60,511	0.14%
51-9070	Jewelers and Precious Stone and Metal Workers	12,587	1,535	14,121	0.03%
51-9080	Medical, Dental, and Ophthalmic Laboratory Technicians	12,445	8,548	20,993	0.05%
51-9110	Packaging and Filling Machine Operators and Tenders	16,107	53,271	69,378	0.16%
51-9120	Painting Workers	10,424	14,347	24,771	0.06%
51-9150	Photographic Process Workers and Processing Machine Operators	27,559	3,219	30,777	0.07%
51-9190	Miscellaneous Production Workers	16,352	107,688	124,040	0.29%
51-9xxx	Unallocable Other Production Occupations	-	79	79	0.00%
51-xxxx	Unallocable Production Occupations	-	4	4	0.00%
53-2000	Air Transportation Workers	-	15,935	15,935	0.04%
53-3020	Bus Drivers	847	48,539	49,386	0.12%

Occupation Code	Occupation	Direct Jobs	Indirect/ Induced Jobs	Total Jobs	Total Job Impact Share
53-3040	Taxi Drivers and Chauffeurs	14,477	20,463	34,940	0.08%
53-3090	Miscellaneous Motor Vehicle Operators	9,519	5,511	15,031	0.04%
53-3xxx	Unallocable Motor Vehicle Operators	-	19	19	0.00%
53-4000	Rail Transportation Workers	-	8,520	8,520	0.02%
53-5000	Water Transportation Workers	-	5,471	5,471	0.01%
53-6000	Other Transportation Workers	76,248	38,792	115,039	0.27%
53-xxxx	Unallocable Transportation and Material Moving Occupations	-	9	9	0.00%
xx-xxxx	Not allocable	-	595,391	595,391	1.41%
	<b>Total all other occupations</b>	<b>556,838</b>	<b>3,006,816</b>	<b>3,563,654</b>	<b>8.4%</b>

Source: PwC estimates based on data from the Bureau of Labor Statistics and the IMPLAN modeling system (2012 database) for the retail industry, including food services and drinking places.

# *Appendix D*

## Appendix D: Data Sources and Methodology

This appendix describes the data sources and methodology used to derive the results for the study. It first discusses the data sources PwC utilized to develop estimates of the US retail industry's direct economic impacts. It then describes the development of the indirect and induced economic impact estimates.

### I. Data Sources

PwC developed its estimates of the US retail industry's economic impacts using data from a number of government and private sources:

- *Regional Economic Accounts* – This data source, produced by the US Bureau of Economic Analysis (“BEA”), provides information on employment and compensation by industry at the state and local levels, as well as state-level GDP by industry. BEA produces this information by compiling information collected by other organizations, both governmental and private. Industry classifications are based on 2007 NAICS codes. Employment in the *Regional Economic Accounts* includes both full-time and part-time employment. Unlike QCEW (discussed below), employment figures in the *Regional Economic Accounts* database include self-employed individuals. Data from this source pertain to employment, labor income, and GDP for 2012.
- *Quarterly Census of Employment and Wages (“QCEW”)* – This data source, produced by the US Bureau of Labor Statistics (“BLS”), provides comprehensive information on employment and wages at the national, state, and local levels for workers covered by state unemployment insurance programs. In addition to data on employment and wages, QCEW also reports counts of establishments with paid employees by detailed industry sector. Industry classifications are based on the 2007 NAICS codes. Data from this source pertain to 2012 employment and wages.
- *Nonemployer Statistics (“NES”)* – Released annually by the US Census Bureau, NES contains data on the number of establishments that (1) have no paid employees and (2) have annual business receipts of \$1,000 or more. Nonemployers are typically self-employed individuals or partnerships operating unincorporated businesses. Data are reported at the national, state, and county levels and by detailed industry, based on 2007 NAICS codes. Data from this source pertain to nonemployer operations in 2012.
- *Annual Capital Expenditure Survey (“ACES”)* – Released annually by the US Census Bureau, ACES provides data on capital spending for new and used structures and equipment by US nonfarm businesses with and without employees. Data have been collected annually beginning with data for 1994. For quantifying the economic impact of the US retail industry's capital investment, its capital spending is translated into purchases of capital assets by type through the use of the so-called “capital flow matrix” from the US Department of Commerce. Data from this source pertain to capital spending in 2012.

- *Zip Code Business Patterns (“ZBP”)* – Zip Code Business Patterns, released annually by the US Census Bureau, provides counts of establishments by employment-size class (e.g., fewer than 5 employees, 5 to 10, etc.) at the 6-digit NAICS level. Data from this source pertain to 2011, the most recent year for which data were available at the time of this study.
- *Election Data Services five-digit ZIP+DISTRICT file (“EDS”)* – Election Data Services Inc. is a political consulting firm specializing in redistricting, election administration, and the analysis and presentation of census and political data. EDS’s ZIP+DISTRICT data files link postal zip codes to congressional and legislative districts. The EDS data, along with data from the US Postal Service, were used to develop mappings of zip codes to congressional districts.

## II. Estimates of Direct Economic Impacts

PwC has estimated the US retail industry’s direct economic impacts in terms of employment, labor income (including wages and salaries and benefits as well as proprietors’ income), GDP, and the number of retail establishments (including food services and drinking places).

### *Retail Employment, Labor Income and GDP*

This study uses data on employment, employee compensation, proprietors’ income, and GDP by industry from the BEA’s *Regional Economic Accounts* and data on employment and wages and salaries from the BLS’s *Quarterly Census of Employment and Wages* to develop our estimates of the direct economic impact of the US retail industry.

Retail employment, labor income (including wages and salaries and benefits as well as proprietors’ income), and GDP at the national and state levels were obtained from the BEA’s *Regional Economic Accounts* database.

To develop our congressional district level direct impact estimates, PwC used a zip code-to-congressional district mapping from EDS and the ZBP data from the Census to develop district-level allocation percentages, which are used to allocate state-level direct employment impact data across the congressional districts.

The same zip code-to-county-to-congressional district mapping was also used to develop IMPLAN congressional district models. These models were used to derive our initial estimates of direct labor income and direct GDP for each congressional district. Our initial estimates were then controlled to the state-level estimates from the BEA data.

### *Retail Establishments*

***Retail businesses with payroll employment*** – For retail businesses with payroll employment, PwC obtained national and state-level establishment counts from QCEW by detailed (3-digit) NAICS code for 2012.<sup>8</sup> State-level establishment counts were then allocated across the congressional districts in a given state using data from the ZBP.

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<sup>8</sup> Due to minor differences between the sum of the state-level data and the national establishment counts for certain industries, the state data were summed to derive the national level estimates.

***Retail businesses without payroll employment*** – These establishments, often referred to as nonemployers, are typically small sole proprietorships or partnerships operating unincorporated businesses. According to the Census Bureau, there were nearly 2.2 million nonemployers in the retail industry (including food services and drinking places) in 2012, the most recent year for which data were available.

PwC obtained counts of establishments by 3-digit NAICS industry at the national and state levels from the 2012 edition of *Nonemployer Statistics*. State-level nonemployer retail establishment counts were allocated across congressional districts using the same allocation percentages as were used for establishments with payroll employment.

### III. Estimates of Indirect and Induced Economic Impacts

The initial round of output, income, and employment generated by retail operations leads to successive rounds of re-spending in the chain of production. Such indirect and induced economic impacts by the retail industry can be measured using various approaches. The most common is multiplier analysis. In broad terms, a multiplier is an index that indicates the overall change in the level of economic activity that results from a given initial change. It effectively adds up all the successive rounds of re-spending, based on a number of assumptions that are embedded in the method of estimation.

There are different methods available for calculating multipliers. The method used in this report is *input-output* analysis. It is the most commonly used approach in regional economic impact studies. The input-output model developed by the IMPLAN Group, LLC is one of the best known input-output models for regional economic studies in the United States and is widely used by government, academics and private-sector researchers.

The IMPLAN models are built around an “input-output” table that relates the purchases that each industry has made from other industries to the value of the output of each industry. To meet the demand for goods and services from an industry, purchases are made in other industries according to the patterns recorded in the input-output table. These purchases in turn spark still more purchases by the industry’s suppliers, and so on. Additionally, employees and business owners make personal purchases out of the additional income that is generated by this process, sending more new demands rippling through the economy. Multipliers describe these iterations. The Type I multiplier measures the direct and indirect effects of a change in economic activity. It captures the inter-industry effects only, i.e., industries buying from local industries. The Type II (Social Accounting Matrix or SAM) multiplier captures the direct and indirect effects and, in addition, it also reflects induced effects (i.e., changes in spending from households as income increases or decreases due to the changes in production). The indirect and induced impacts by the retail industry on other sectors of the economy in terms of employment, labor income (including wages and salaries and benefits as well as proprietors’ income), and contribution to GDP were calculated through the multiplier process built in each model.<sup>9</sup>

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<sup>9</sup> Because the IMPLAN models are used for total impact analysis (as opposed to marginal impact analysis) in this study, necessary adjustments are made to the initial indirect and induced impact estimates to prevent double-counting. For instance, any indirect or induced effects from the initial estimates for IMPLAN sectors that are fully mapped to the retail industry are removed.

For this study, PwC built customized IMPLAN input-output models for the national economy and each state or congressional district to calculate the industry's *indirect* and *induced* economic impact in each study area in terms of employment, labor income, and GDP.

Because IMPLAN regional models capture only the indirect and induced effects within a region, the indirect and induced effects crossing state borders (“cross-state spillover effects”) are not captured by the IMPLAN state models. PwC quantified the cross-state “spillover effects” and allocated them proportionally to each state. The state indirect and induced effects reported throughout this study include such allocation of the cross-state spillover effects. Similar modeling was performed at the congressional district level to capture spillover effects.

#### *Estimating the Capital Investment Impact*

PwC quantified the industry's capital investment impact based on its capital expenditure data reported in the ACES from the US Census Bureau. For the impact analysis, the industry's capital expenditures were translated into purchases of capital assets by type through the use of the so-called “capital flow matrix” from the BEA.



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