

CALIFORNIA RETAIL

Investment in California's Economy & Workforce

CALIFORNIA RETAILERS CARE ABOUT... our team members, associates and customers who come into our stores or visit our on-line platforms. Retail priorities include: Privacy, environmental responsibility, solutions to homelessness and housing, the future of California's workforce, education, public safety and many more. Retail is proud to be local community partners and to work with policy makers at the local and state level on issues pertaining to California Consumers, Economy and Jobs.

FAST FACTS

ABOUT CA RETAIL:

1 in 4 Jobs

One fourth of California's workforce

Over **504,700**
retail establishments

GDP of **\$542,000**
BILLION annually

3,700,000 direct
retail employment



DID YOU KNOW

Retail is locally driven and is represented in every corner of the state. It is easy to overlook, but 99 percent of retail is made up of small business.

CALIFORNIA RETAIL

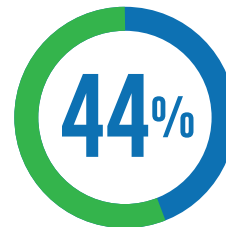
EMPLOYMENT IS GREATER
THAN INDUSTRIES SUCH AS:

Healthcare • Manufacturing • Transportation
Education • Arts & Entertainment • Agriculture

RETAIL OFFERS

DIVERSE OPPORTUNITIES FOR PEOPLE
OF ALL BACKGROUNDS.

When people think of jobs in retail, sales associate or store manager is usually what comes to mind, BUT...



of people who
work in retail
don't work in sales.

Retail offers flexible, collaborative careers in supply chains, data science, marketing, environmental, technology, financial, engineering and design – and that is only the beginning. Retail companies, large and small, are a driving force in innovation.



We know the retail industry is a driving force in California's state and local economy. Whether it is a national brand or a local retailer, retail across the state supports and contributes to our robust economy and diverse workforce which supports the 4th largest economy in the world.