

A photograph of two women walking through a clothing store, smiling and carrying shopping bags. The woman on the left is wearing a striped dress and a denim jacket, while the woman on the right is wearing a black top and light-colored pants. The store has clothing racks and shelves in the background. The image is overlaid with a grid pattern and a semi-transparent purple filter.

The Economic Contribution of the U.S. Retail Industry

THE ECONOMIC CONTRIBUTION OF THE US RETAIL INDUSTRY

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Executive Summary

The National Retail Federation engaged PwC US Tax LLP (“PwC”) to quantify the contribution of the retail industry to the US economy. In evaluating the economic contribution of the retail industry, defined in this study to include retail trade and food services and drinking places, this report considers three separate channels—the direct, indirect, and induced contributions—that in aggregate provide a measure of the total economic contribution of the US retail industry:

- **Direct contribution** is measured as the jobs, labor income, and gross domestic product (“GDP”) *within* the US retail industry.
- **Indirect contribution** 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 contribution** 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.

Total National Contribution

This report finds that the US retail industry’s total employment contribution, including its direct, indirect, and induced contributions, supported 55 million full-time and part-time jobs in 2022, accounting for 26.0 percent of total US employment (see **Table E-1**). The industry’s total labor income contribution was estimated to be \$3.0 trillion or 20.0 percent of national labor income in 2022. The industry’s total GDP contribution was \$5.3 trillion, accounting for 20.4 percent of US GDP in 2022.¹

Table E-1. Total Contribution of the Retail Industry to the US Economy, 2022

Item	Total National Contribution	Percent of US Economy
Employment (Jobs) ⁽¹⁾	55 million	26.0%
Labor Income ⁽²⁾	\$3.0 trillion	20.0%
GDP	\$5.3 trillion	20.4%

Source: PwC calculations using the IMPLAN modeling system (2022 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.

Direct National Contribution

In terms of the industry’s direct economic contribution, this report finds that in 2022, there were nearly 4.6 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

¹ All contributions 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.

businesses) (see **Table E-2**). These retail businesses accounted for 11.1 percent of all business establishments in the country in 2022. The retail industry directly provided 32.2 million jobs for American workers (accounting for 15.2 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-3**). The industry also directly paid out \$1.3 trillion in wages and salaries, fringe benefits, and proprietors’ income (8.5 percent of the national total) and generated \$2.2 trillion in GDP (8.6 percent of the national total), making it the third largest GDP contributor among all 2-digit NAICS private industries.

Table E-2. The US Retail Industry’s Direct National Contribution, 2022

Item	Direct National Contribution	Percent of US Economy
Retail Establishments ⁽¹⁾	4.6 million	11.1%
Retail Employment (Jobs) ⁽²⁾	32.2 million	15.2%
Retail Labor Income ⁽³⁾	\$1.3 trillion	8.5%
Retail GDP	\$2.2 trillion	8.6%

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.

Table E-3. Direct Employment by 2-Digit NAICS Industry, 2022

Industry Description	Employment (Jobs)
Retail Trade (including food services and drinking places)	32,240,200
Health care and social assistance	23,545,500
Professional, scientific, and technical services	15,978,400
Manufacturing	13,523,700
Administrative and support and waste management and remediation services	13,058,300
Finance and insurance	12,982,300
Construction	11,867,800
Real estate and rental and leasing	11,832,200
Other services (except government and government enterprises)	11,616,100
Transportation and warehousing	11,473,500
Wholesale trade	6,757,300
Educational services	4,885,700
Arts, entertainment, and recreation	4,457,300
Information	3,861,900
Agriculture, forestry, fishing, and related activities	3,533,800
Management of companies and enterprises	2,953,800
Mining, quarrying, and oil and gas extraction	1,050,200
Utilities	605,600

Source: US Bureau of Economic Analysis.

US Retail Industry by Firm Size

While businesses in the US retail industry range from small family-run operations to large global retailers with thousands of employees, available data indicate that the majority of US retail businesses are relatively small. In fact, as shown in **Table E-4**, 98.6 percent of all US retail firms had fewer than 50 employees in 2022.² These firms accounted for 40.1 percent of all retail industry jobs and 35.6 percent of total labor income in the retail industry in 2022. While accounting for a small percent of the number of firms in the retail industry, retail firms with 50 or more employees accounted for a significant portion of retail employment and labor income at 59.9 percent and 64.4 percent of the industry total, respectively, in 2022.

² The Census Bureau defines a firm as “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, 2022

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 fewer than 50 employees*	3,936,218	98.6%	12,916,683	40.1%	\$460.6	35.6%
Retail firms with fewer than 10 employees*	3,641,579	91.2%	7,307,129	22.7%	\$232.8	18.0%
Retail firms with 50 or more employees	54,704	1.4%	19,323,517	59.9%	\$833.4	64.4%
Total	3,990,925	100.0%	32,240,200	100.0%	\$1,293.9	100.0%

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.

Details may not sum to totals due to rounding.

* Includes businesses with and without paid employees.

Recent Growth Trends

The long-term trends in the retail industry have been driven by e-commerce growth, automation, and industry consolidation. With the retirement of the baby boomer generation and the rise of the millennial generation, consumer behavior has also been shifting. The COVID-19 pandemic, which resulted in sharp declines in retail employment and output as many retailers and consumers began to engage in contactless shopping and curbside pickup, has further accelerated the effects of these factors. By evaluating the change in payroll employment of subsectors within the retail industry over time, we gain a better understanding of the growth trends in the industry.

A growing emphasis on car travel has likely contributed to “Recreational Vehicle Dealers” being the fastest growing retail subsector by payroll employment between 2010 and 2022, with average annual growth of 5.9 percent. Next, “Snack and Nonalcoholic Beverage Bars,” e.g., coffee shops, were the second fastest growing retail subsector by payroll employment over this period, with average annual growth of 5.9 percent. The introduction and growth in popularity of flexible work arrangements that allow the US workforce to work from home has placed more emphasis on coffee shops and similar establishments, which were already a strong-growing sector. With an increasing societal emphasis on self-care and growing trends of online sales and social media marketing, “Cosmetics, Beauty Supplies, and Perfume Stores” experienced the third largest annual job growth at 4.3 percent between 2010 and 2022. The next two top retail subsectors during the 2010-2022 period were “Used Car Dealers” and “Nursery, Garden Center, and Farm Supply Retailers,” which experienced an average annual job growth of 3.9 percent and 3.8 percent, respectively (see [Table E-5](#)). These subsectors have all significantly outpaced the job growth in the US retail industry as a whole, which saw an average annual growth rate of 1.3 percent in payroll employment between 2010 and 2022 (including both payroll and self-employment).

Table E-5. Top Growing Retail Subsectors by Payroll Employment, 2010-22

2022 NAICS Code	Description	Average Annual Job Growth
441210	Recreational Vehicle Dealers	5.9%
722515	Snack and Nonalcoholic Beverage Bars	5.9%
456120	Cosmetics, Beauty Supplies, and Perfume Retailers	4.3%
441120	Used Car Dealers	3.9%
444240	Nursery, Garden Center, and Farm Supply Retailers	3.8%

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

US Retail Industry by Occupational 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 employs workers in other occupations including management and business operations, logistics and freight transportation, finance and real estate, and more. These and other occupations are further supported by the US retail industry's indirect and induced effects on other industries. **Table E-6** summarizes the direct, indirect, induced, and total jobs supported by the US retail industry by type of occupation.

Table E-6. Direct, Indirect, Induced, and Total Jobs Supported by the US Retail Industry by Occupational Type, 2022

Occupational Type	Direct Jobs	Indirect/Induced Jobs	Total Jobs	Total Job Share
Sales and related occupations	10,034,100	1,512,100	11,546,200	20.9%
Food preparation and serving related occupations	11,029,200	177,800	11,207,000	20.3%
Management, business operations, office, and administrative occupations	2,842,000	4,994,600	7,836,600	14.2%
Logistics and freight transportation occupations	4,264,200	3,323,800	7,588,000	13.7%
Building, cleaning, maintenance, installation, and repair occupations	1,784,000	1,630,900	3,414,900	6.2%
Finance, insurance, and real estate occupations	423,400	2,878,500	3,301,900	6.0%
Technology and IT related occupations	128,300	2,795,200	2,923,500	5.3%
Health care, personal care and service occupations	1,011,500	635,300	1,646,900	3.0%
All other occupations	723,500	4,998,400	5,721,900	10.4%
Total Jobs – All Occupations	32,240,200	22,946,600	55,186,900	100.0%

Source: PwC estimates based on data from the Bureau of Labor Statistics and the IMPLAN modeling system (2022 database) for the retail industry, including food services and drinking places.

Details may not sum to totals due to rounding.

Retail Establishments by State

The retail industry contributes to the economies of all 50 states and the District of Columbia. The total number of retail establishments ranged from 7,924 (District of Columbia) to 514,941 (California) in 2022. The top 15 states in terms of the total number of retail establishments in 2022 were California, Texas, Florida, New York, Georgia, Pennsylvania, Illinois, Ohio, North Carolina, Michigan, New Jersey, Virginia, Tennessee, Massachusetts, and Washington. Combined these states accounted for 67 percent of the total retail establishments in the country in 2022.

Retail Employment by State

The number of jobs directly attributable to the retail industry ranged from a low of 63,640 (Wyoming) to over 3.6 million (California) in 2022. The top 15 states in terms of the number of retail jobs in 2022 were California, Texas, Florida, New York, Illinois, Pennsylvania, Ohio, Georgia, North Carolina, Michigan, New Jersey, Virginia, Tennessee, Massachusetts, and Arizona. Combined these states account for 65 percent of the total national retail employment in 2022.

Per Capita Retail GDP by State

Across all 50 states and the District of Columbia, the average per capita GDP directly attributable to the retail industry was \$ \$6,648 in 2022. The top 15 states by per capita retail GDP in 2022 were Washington (\$8,367), Nevada (\$8,033), New Hampshire (\$7,992), Hawaii (\$7,840), California (\$7,788), District of Columbia (\$7,769), Maine (\$7,582), Utah (\$7,508), Tennessee (\$7,477), Colorado (\$7,276), Florida (\$7,170), New York (\$7,041), Connecticut (\$6,985), Vermont (\$6,914), and Massachusetts (\$6,908).

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 was \$3,882 in 2022. The top 15 states by per capita retail labor income in 2022 were New Hampshire (\$5,559), District of Columbia (\$5,180), Nevada (\$4,697), Massachusetts (\$4,533), Maine (\$4,379), California (\$4,352), Idaho (\$4,348), Tennessee (\$4,324), Hawaii (\$4,322), Colorado (\$4,309), Utah (\$4,281), Oregon (\$4,272), Florida (\$4,260), Connecticut (\$4,260), and Montana (\$4,241).

Total Employment Contribution by State

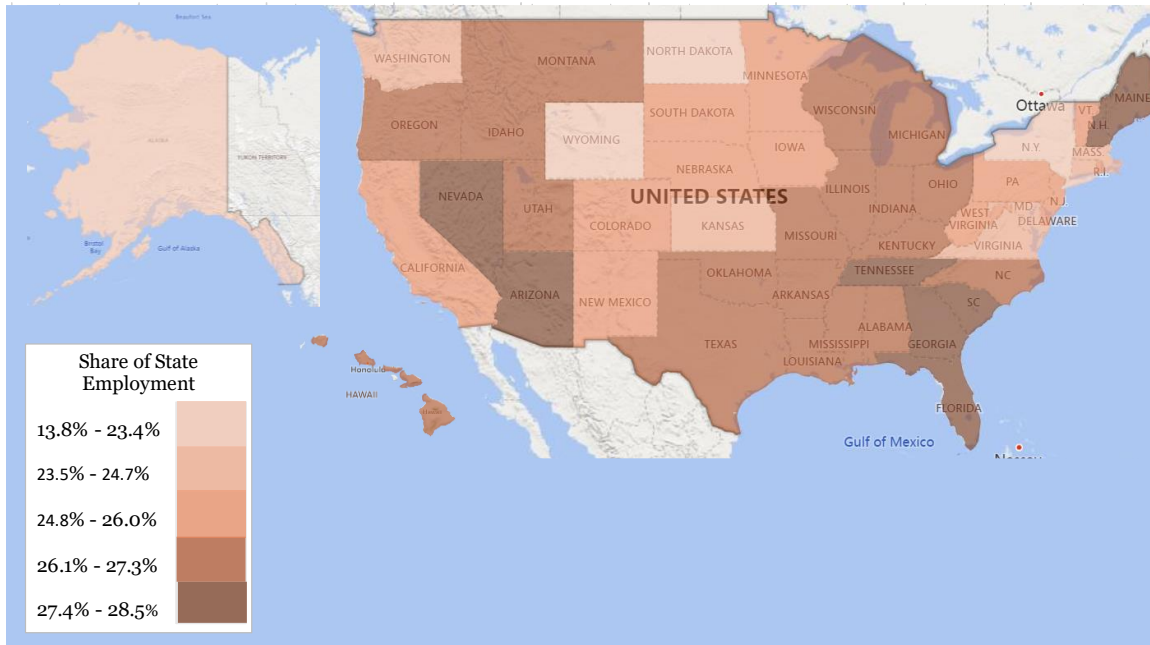
Counting the direct, indirect, and induced contributions, the total number of full-time and part-time jobs attributable to the retail industry ranged from 96,630 (Wyoming) to 6.4 million (California) in 2022. The top 15 states by the total employment attributable to the retail industry in 2022 were California, Texas, Florida, New York, Illinois, Pennsylvania, Ohio, Georgia, North Carolina, Michigan, New Jersey, Virginia, Tennessee, Arizona, and Massachusetts.

Total Employment Share by State

The share of employment directly or indirectly attributable to the retail industry in each state in 2022 ranged from 13.8 percent in the District of Columbia to 28.5 percent in

Arizona (see **Figure E-1**, below). By this measure, the top 15 states in 2022 were Arizona (28.5 percent), Nevada (28.5 percent), Florida (28.3 percent), South Carolina (28.3 percent), Maine (28.0 percent), New Hampshire (27.9 percent), Tennessee (27.7 percent), Georgia (27.6 percent), Oregon (27.2 percent), North Carolina (27.2 percent), Ohio (27.1 percent), Mississippi (27.0 percent), Missouri (26.9 percent), Texas (26.9 percent), and Montana (26.8 percent).

Figure E-1. Share of Employment Directly and Indirectly Supported by the Retail Industry, 2022



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

Retail Employment by Congressional District

At the congressional district level, the number of jobs directly attributable to the retail industry was no fewer than 28,000 in any district in 2022. The retail industry directly provided 50,000 or more jobs in 410 congressional districts.

Table E-7 lists the top 15 congressional districts in terms of direct retail jobs in 2022. The 12th District of New York (which includes the Upper West Side, the Upper East Side, and all of Midtown Manhattan) had the highest retail employment (221,880). Texas's 24th district (which encompasses much of the suburban area between Fort Worth and Dallas) had the second highest retail employment (137,390). California's 11th district (covering most of San Francisco, with the exception of the Excelsior District, Visitacion Valley, Portola, and Ocean View on the city's southern edge) had the third highest retail employment (129,150).

Table E-7. The Retail Industry’s Direct Economic Contribution by Congressional Districts in 2022
Top 15 Congressional Districts, Ranked by Retail Employment

Rank	Congressional District	Employment (Jobs) ⁽¹⁾	Labor Income (\$ Million) ⁽²⁾	GDP (\$ Million)	Retail Establishments ⁽³⁾
1	NY-12	221,880	\$14,980	\$23,800	38,566
2	TX-24	137,390	\$5,828	\$9,913	23,145
3	CA-11	129,150	\$9,111	\$15,713	24,115
4	AZ-1	126,350	\$5,539	\$9,147	15,835
5	TX-37	123,290	\$5,771	\$10,098	21,852
6	GA-5	121,170	\$5,124	\$7,922	18,902
7	NY-10	118,220	\$7,253	\$11,600	19,995
8	FL-19	110,670	\$4,868	\$7,914	17,197
9	CA-36	110,390	\$4,713	\$8,568	19,392
10	NV-1	110,350	\$4,849	\$7,924	12,383
11	TX-38	108,930	\$4,376	\$7,275	16,251
12	FL-23	108,920	\$4,692	\$7,873	19,799
13	CA-32	107,830	\$5,015	\$8,858	16,554
14	NC-14	106,350	\$4,861	\$7,290	15,196
15	CO-1	105,430	\$5,171	\$8,095	14,221

Source: PwC calculations using the IMPLAN modeling system (2022 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 by Congressional District

The top 5 congressional districts in terms of the total employment attributable to the retail industry’s operations and capital investment in 2022 were New York’s 12th (444,020), Texas’s 24th (266,750), Illinois’s 7th (259,010), Georgia’s 5th (253,620), and California’s 11th (242,210) (see **Table E-8**).

Table E-8. The Retail Industry’s Total Economic Contribution by Congressional Districts in 2022
Top 15 Congressional Districts, Ranked by Employment

Rank	Congressional District	Employment (Jobs) ⁽¹⁾	Labor Income (\$ Million) ⁽²⁾	GDP (\$ Million)
1	NY-12	444,020	\$59,433	\$99,353
2	TX-24	266,750	\$17,078	\$27,828
3	IL-7	259,010	\$22,150	\$34,068
4	GA-5	253,620	\$19,876	\$32,093
5	CA-11	242,210	\$30,378	\$52,518
6	AZ-1	239,860	\$14,219	\$23,506
7	TX-37	226,030	\$15,641	\$26,192
8	NY-10	208,380	\$22,947	\$40,166
9	FL-14	206,440	\$12,216	\$21,142
10	TX-7	204,200	\$13,136	\$21,319
11	NC-14	202,990	\$14,172	\$22,988
12	CA-36	200,570	\$13,351	\$23,854
13	FL-27	197,320	\$11,706	\$18,546
14	CO-1	196,100	\$14,782	\$23,598
15	FL-21	194,490	\$9,859	\$17,726

Source: PwC calculations using the IMPLAN modeling system (2022 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 US Tax LLP (“PwC”) to quantify the contribution of the retail industry to 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. Retailing is the final step in the process of merchandise distribution.

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 contribution, this report considers three contribution channels: direct, indirect, and induced. In aggregate, these contributions provide a measure of the total economic contribution of the US retail industry.

Four main metrics are used to quantify the **direct** economic contribution 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 contribution 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 own supply chain, spurring further economic activities. These supply chain effects represent the retail industry’s **indirect** economic contribution.

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 contribution.

The industry's total economic contribution is the sum of its direct, indirect, and induced effects, including its **operational effect** (due to its direct economic contribution and purchases of intermediate inputs other than merchandise intended for resale and payments of labor compensation and dividends) and **capital investment effect** (due to its investment in new structures and equipment).³

All contributions 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 contribution. **Section IV** presents the industry's economic contribution at the state level. **Section V** presents the industry's economic contribution at the congressional district level. **Appendix A** provides additional detail on the distribution of US retail establishments and jobs by firm size. Detailed occupational data for the US retail industry in 2022 are presented in **Appendix B**. A summary table for each state with its full congressional district level results is included in **Appendix C**. The data sources and methodology used in the contribution analysis are discussed in **Appendix D**.

³ Leased structures and equipment are not included in the capital investment effect measure in this report. The services of leasing companies are included in the industry's operational contribution.

Industry Definition

II. Industry Definition

This study follows the 2017 revision of the *North American Industry Classification System* (“NAICS”), which defines the US retail industry 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 code 722.⁴

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

2017 NAICS Code	Description
441	Motor vehicle and parts dealers
442	Furniture and home furnishings stores
443	Electronics and appliances stores
444	Building material and garden equipment and suppliers dealers
445	Food and beverage stores
446	Health and personal care stores
447	Gasoline stations
448	Clothing and clothing accessories stores
451	Sporting goods, hobby, book and music stores
452	General merchandise stores
453	Miscellaneous store retailers
454	Nonstore retailers
722	Food services and drinking places*

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

NAICS Code 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 Code 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

⁴ The 2022 revision of the NAICS, currently in use by some government statistical agencies, includes significant changes to the classification of the retail trade sector. However, not all data sources used in this study have migrated to the latest NAICS revision. As such, unless otherwise noted, this study continues to follow the 2017 NAICS classification.

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 Code 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 Code 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 Code 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 Code 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 Code 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 Code 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 Code 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 Code 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 Code 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 Code 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 Code 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 Contribution

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

Table 2. The US Retail Industry's Direct National Contribution, 2022

Item	Direct National Contribution	Percent of US Economy
Retail Establishments ⁽¹⁾	4.6 million	11.1%
Retail Employment (Jobs) ⁽²⁾	32.2 million	15.2%
Retail Labor Income ⁽³⁾	\$1.3 trillion	8.5%
Retail GDP	\$2.2 trillion	8.6%

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.

This report finds that in 2022, there were nearly 4.6 million retail establishments (including food services and drinking places) across the United States, counting both those with paid employees and nonemployers (which primarily consist of self-employed individuals operating small unincorporated businesses). These businesses accounted for 11.1 percent of all business establishments in the country in 2022. The retail industry directly provided 32.2 million jobs for American workers (accounting for 15.2 percent of the national total). The industry also directly paid out \$1.3 trillion in wages and salaries and fringe benefits and proprietors' income (8.5 percent of the national total) and generated \$2.2 trillion in GDP (8.6 percent of the national total).

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 2022, providing more direct jobs than any other industry at the 2-digit NAICS code level (see **Table 3a**). In terms of the direct GDP, 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, 2022

Industry Description	Employment (Jobs)
Retail Trade (including food services and drinking places)	32,240,200
Health care and social assistance	23,545,500
Professional, scientific, and technical services	15,978,400
Manufacturing	13,523,700
Administrative and support and waste management and remediation services	13,058,300
Finance and insurance	12,982,300
Construction	11,867,800
Real estate and rental and leasing	11,832,200
Other services (except government and government enterprises)	11,616,100
Transportation and warehousing	11,473,500
Wholesale trade	6,757,300
Educational services	4,885,700
Arts, entertainment, and recreation	4,457,300
Information	3,861,900
Agriculture, forestry, fishing, and related activities	3,533,800
Management of companies and enterprises	2,953,800
Mining, quarrying, and oil and gas extraction	1,050,200
Utilities	605,600

Source: US Bureau of Economic Analysis.

Table 3b. Direct GDP by 2-Digit NAICS Industry, 2022

Industry Description	GDP (\$ Billion)
Real estate and rental and leasing	\$3,396.9
Manufacturing	\$2,649.7
Retail Trade (Including food services and drinking places)	\$2,215.6
Professional, scientific, and technical services	\$2,013.4
Finance and insurance	\$1,932.9
Health care and social assistance	\$1,856.4
Wholesale trade	\$1,546.8
Information	\$1,392.8
Construction	\$1,090.1
Transportation and warehousing	\$920.5
Administrative and support and waste management and remediation services	\$820.6
Other services (except government and government enterprises)	\$544.4
Management of companies and enterprises	\$480.4
Mining, quarrying, and oil and gas extraction	\$457.4
Utilities	\$438.2
Educational services	\$293.5
Arts, entertainment, and recreation	\$271.2
Agriculture, forestry, fishing and hunting	\$270.8

Source: US Bureau of Economic Analysis.

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

Table 4. Direct Contribution of the Retail Industry to the US Economy by Subsector, 2022

2017 NAICS Code	Subsector Description	Employment ⁽¹⁾ (Jobs)	Labor Income ⁽²⁾ (\$ Million)	GDP (\$ Million)	Number of Retail Establishments ⁽³⁾
441	Motor vehicle and parts dealers	2,192,400	\$182,294	\$347,407	281,445
442	Furniture and home furnishings stores	493,500	\$27,256	\$168,550	80,251
443	Electronics and appliances stores	444,600	\$29,940	\$163,815	63,362
444	Building material and garden equipment and suppliers dealers	1,488,000	\$73,243	\$145,094	102,085
445	Food and beverage stores	3,337,800	\$133,561	\$214,604	247,077
446	Health and personal care stores	1,282,500	\$59,338	\$90,615	281,660
447	Gasoline stations	997,900	\$48,616	\$73,277	117,156
448	Clothing and clothing accessories stores	1,349,600	\$45,271	\$72,398	296,203
451	Sporting goods, hobby, book and music stores	751,400	\$21,887	\$70,157	132,880
452	General merchandise stores	3,146,600	\$115,809	\$196,604	110,951
453	Miscellaneous store retailers	1,723,100	\$47,904	\$43,587	419,721
454	Nonstore retailers	2,302,900	\$76,580	\$34,925	1,334,535
722	Food services and drinking places	12,729,900	\$432,246	\$594,576	1,116,887
	Total Retail Industry	32,240,200	\$1,293,945	\$2,215,609	4,584,212

Source: US Census Bureau, US Bureau of Labor Statistics, US Bureau of Economic Analysis, and IMPLAN 2022 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 Contribution

The total economic contribution includes the **direct contribution** (the jobs, labor income, and GDP within the US retail industry), the **indirect contribution** (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 contribution** (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).

At the national level, PwC estimates that the total national economic contribution, combining direct, indirect, and induced contributions, of the US retail industry supported 55 million full-time and part-time jobs in 2022. In other words, in addition to the 32.2 million direct jobs in the US retail industry, the industry's operations and capital investment supported 22.8 million indirect and induced jobs across many sectors of the US economy in 2022. The total national contribution to employment accounts for 26.0 percent, over one fourth of total employment in the United States.

The industry's total contribution to labor income through its operational spending and capital investment was estimated to be \$3.0 trillion, or 20.0 percent of national labor income. The industry's total GDP contribution was \$5.3 trillion, accounting for 20.4 percent of US GDP in 2022 (see [Table 5](#)).

Table 5. Total Contribution of the Retail Industry to the US Economy, 2022

Item	Total National Contribution	Percent of US Economy
Employment (Jobs) ⁽¹⁾	55 million	26.0%
Labor Income ⁽²⁾	\$3.0 trillion	20.0%
GDP	\$5.3 trillion	20.4%

Source: PwC calculations using the IMPLAN modeling system (2022 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.

The total contribution of the retail industry spreads across many US industry sectors. [Table 6](#) shows the US retail industry's indirect and induced contribution by sector. The service sector accounts for the largest number of indirect and induced jobs attributable to the US retail industry's operations and capital spending (11.3 million) in 2022, followed by finance, insurance, real estate, rental, and leasing (3.6 million), and transportation and warehousing (3.1 million).

The industry's estimated national indirect and induced labor income (including wages and salaries and benefits as well as proprietors' income) was \$1.7 trillion and the indirect and induced GDP was \$3.0 trillion in 2022.

Table 6. The US Retail Industry’s Indirect and Induced Contribution by Industry, 2022

Industry by NAICS Code	Employment (Jobs) ⁽¹⁾		Labor Income (\$ Million) ⁽²⁾		GDP (\$ Million)	
	Indirect	Induced	Indirect	Induced	Indirect	Induced
Agriculture, forestry and fishing	201,330	261,170	\$7,681	\$10,222	\$15,341	\$19,961
Mining	15,710	14,140	\$2,226	\$2,224	\$7,607	\$7,902
Utilities	93,490	60,050	\$18,610	\$11,987	\$60,158	\$39,047
Construction	737,690	128,210	\$50,755	\$8,861	\$55,370	\$12,268
Manufacturing	696,250	632,040	\$57,377	\$54,274	\$101,465	\$112,411
Wholesale trade	456,390	444,470	\$52,463	\$49,234	\$92,560	\$101,374
Transportation and warehousing	2,217,870	886,530	\$124,093	\$50,483	\$150,810	\$67,848
Information	347,080	298,520	\$65,971	\$47,981	\$152,209	\$109,884
Finance, insurance, real estate, rental and leasing	1,287,060	2,329,510	\$88,048	\$161,287	\$337,000	\$512,948
Services	4,154,810	7,229,440	\$353,448	\$490,396	\$435,899	\$589,047
Other	198,570	256,330	\$18,368	\$23,494	\$24,137	\$30,913
Total	10,406,250	12,540,410	\$839,041	\$910,442	\$1,432,557	\$1,603,603

Source: PwC calculations using the IMPLAN modeling system (2022 database). The retail industry’s indirect and induced contribution reflects the industry’s operational and capital investment contributions.

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 operations with no employees to large global retailers with thousands of employees, available data indicate that the majority of retail businesses are relatively small. As shown in **Table 7**, based on government data, PwC estimates that 98.6 percent of all US retail firms had fewer than 50 employees in 2022.⁵ These firms accounted for 40.1 percent of all retail industry jobs and 35.6 percent of total labor income in the retail industry in 2022. While accounting for a small percent of the number of firms in the retail industry, retail firms with 50 or more employees accounted for a significant portion of retail employment and labor income at 59.9 percent and 64.4 percent of the industry total, respectively, in 2022.

⁵ The Census Bureau defines a firm as “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, 2022

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 fewer than 50 employees*	3,936,218	98.6%	12,916,683	40.1%	\$460.6	35.6%
Retail firms with fewer than 10 employees*	3,641,579	91.2%	7,307,129	22.7%	\$232.8	18.0%
Retail firms with 50 or more employees	54,704	1.4%	19,323,517	59.9%	\$833.4	64.4%
Total	3,990,925	100.0%	32,240,200	100.0%	\$1,293.9	100.0%

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.

Details may not sum to totals due to rounding.

* Includes businesses with and without paid employees.

Appendix A provides detailed data on the number of firms, jobs, and labor income by retail subsector and firm size in the United States in 2022.

Recent Growth Trends in the US Retail Industry

The long-term trends in the retail industry have been driven by e-commerce growth, automation, and industry consolidation. With the retirement of the baby boomer generation and the rise of the millennial generation, consumer behavior has also been shifting. The COVID-19 pandemic, which resulted in sharp declines in retail employment and output as many retailers and consumers began to engage in contactless shopping and curbside pickup, has further accelerated the effects of these factors.

As shown in **Table 8**, the retail industry was the second largest contributor to the job gains in the US economy in this period, accounting for 12 percent of the 39.5-million increase in private-sector jobs.

Table 8. Employment Growth by Industry, 2010-2022⁽¹⁾

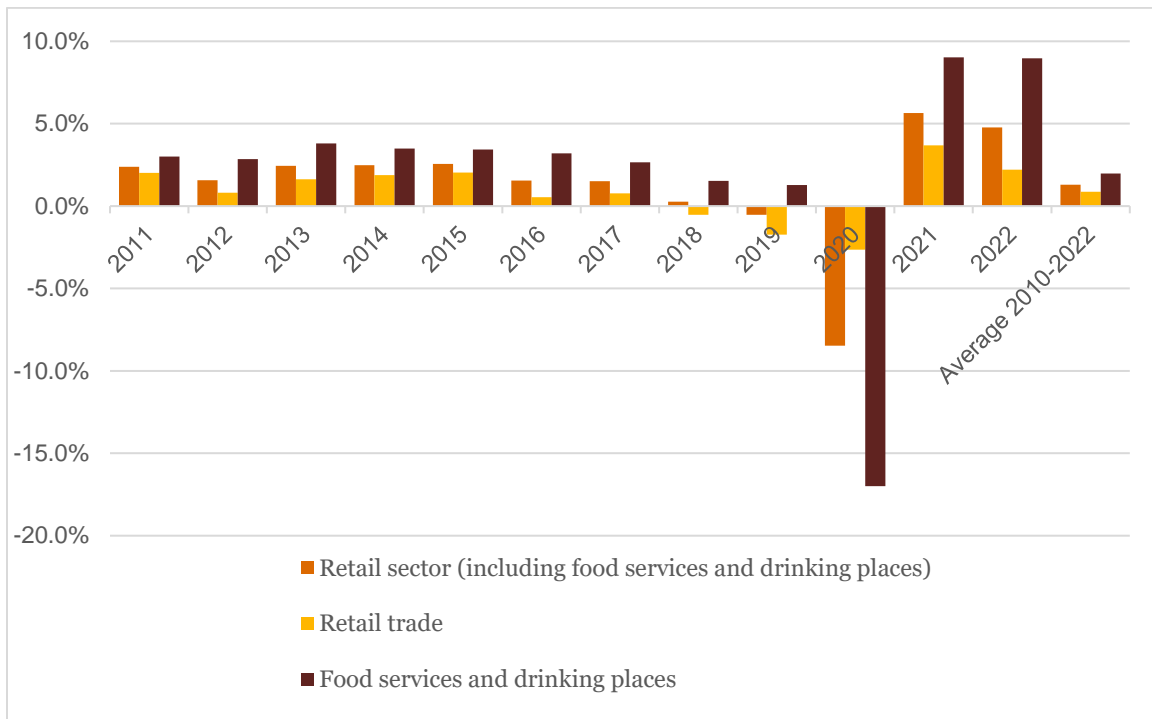
2017 NAICS Code	Description	Job Gains between 2010 and 2022	Percent of Total
10	All Industries	39,540,300	100%
48-49	Transportation and warehousing	6,007,300	15%
44-45, 722	Retail trade (including food services and drinking places)	4,602,000	12%
62	Health care and social assistance	4,463,600	11%
54	Professional, scientific, and technical services	4,224,600	11%
53	Real estate and rental and leasing	4,141,200	10%
52	Finance and insurance	3,781,900	10%
23	Construction	3,097,100	8%
56	Administrative and support and waste management and remediation services	2,661,100	7%
81	Other Services (except Public Administration)	1,870,300	5%
31-33	Manufacturing	1,430,800	4%
55	Management of companies and enterprises	935,400	2%
61	Educational services	789,800	2%
42	Wholesale trade	737,300	2%
71	Arts, entertainment, and recreation	670,900	2%
51	Information	639,300	2%
11	Agriculture, Forestry, Fishing and Hunting	114,400	0%
721	Accommodation	111,700	0%
22	Utilities	23,400	0%
21	Mining, quarrying, and oil and gas extraction	(218,800)	-1%

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.

Overall, payroll and self-employment in the US retail industry grew at an average annual rate of 1.3 percent between 2010 and 2022, with the food services and drinking places segment outpacing the retail trade segment (2.0 percent vs. 0.9 percent average annual growth rate). This average annual rate calculation includes 2020, a year that saw dramatic decreases in employment due to the COVID-19 pandemic. In 2020, the retail sector experienced large decreases in employment followed by two years of strong growth in 2021 and 2022 (see **Figure 1**). By evaluating the subsectors within the retail industry over time, we gain a better understanding of the growth trends in the industry.

Figure 1. Retail Sector Annual Job Percent Change by Year 2010-2022



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

Table 9 shows the five fastest growing retail subsectors measured by payroll employment growth between 2010 and 2022.⁶ It is important to note that this average annual job growth calculation includes 2020, when retail was among the hardest-hit sectors of the economy due to the onset of Covid-19. Nevertheless, the following retail subsectors were able to maintain strong average annual job growth over the 2010-2022 period.

Table 9. Top Growing Retail Subsectors by Payroll Employment, 2010-2022

2022 NAICS Code	Description	Average Annual Job Growth
441210	Recreational Vehicle Dealers	5.9%
722515	Snack and Nonalcoholic Beverage Bars	5.9%
456120	Cosmetics, Beauty Supplies, and Perfume Retailers	4.3%
441120	Used Car Dealers	3.9%
444240	Nursery, Garden Center, and Farm Supply Retailers	3.8%

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

“Recreational Vehicle Dealers” was the fastest growing retail subsector by payroll employment growth rate in the country between 2010 and 2022. The subsector is comprised of establishments engaged in retailing new and/or used recreational vehicles commonly referred to as RVs or retailing these new vehicles in combination with

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

activities, such as repair services and selling replacement parts and accessories. Payroll employment in this retail subsector grew at an average annual rate of 5.9 percent between 2010 and 2022. RV sales have been boosted in part by a growing emphasis on car travel and flexible working arrangements during the COVID-19 pandemic. Another cause of this growth has been the increasing share of the population in retirement.

“Snack and Nonalcoholic Beverage Bars” was the second fastest growing retail subsector over this period, with payroll employment growing at an average annual rate of 5.9 percent between 2010 and 2022. It is comprised of establishments engaged in some combination of preparing and/or serving a specialty snack, such as ice cream, frozen yogurt, cookies, or popcorn, or nonalcoholic beverages, such as coffee, juices, or sodas for consumption on or near the premises. The introduction and growth in popularity of flexible work arrangements that allow the US workforce to work from home has placed more emphasis on coffee shops and similar establishments, which were already a strong-growing sector.

“Cosmetics, Beauty Supplies, and Perfume Stores” was the third fastest growing retail subsector by payroll employment growth rate between 2010 and 2022. It is comprised of establishments engaged in retailing cosmetics, perfumes, toiletries, and personal grooming products. Payroll employment in this industry grew at an average annual rate of 4.3 percent between 2010 and 2022. Part of this growth is attributable to an increasing societal emphasis on self-care as well as growing trends of online sales and social media marketing.

The “Used Car Dealers” subsector was the fourth fastest growing retail subsector by payroll employment growth rate between 2010 and 2022, at 3.9 percent. A number of factors may have contributed to the expansion of the used car market in recent years, including: (1) continued rise in new car prices due to factors such as costly materials and advanced technology features, exacerbated by supply chain challenges in recent years, driving more and more average buyers to the used car market; (2) improved longevity of cars, making buying used cars a smart and reliable investment; (3) more accessible financing options for used cars, allowing buyers across a wider range of credit profiles to purchase their vehicles of choice; and (4) certified pre-owned programs, boosting consumer confidence in purchasing used cars.

The fifth fastest growing retail subsector by payroll employment growth rate between 2010 and 2022 was “Nursery, Garden Center, and Farm Supply Retailers,” at 3.8 percent. This retail subsector is comprised of establishments engaged in retailing nursery and garden products that are predominantly grown elsewhere as well as farm supplies such as animal feed, fertilizers, and agricultural chemicals.

US Retail Industry by Occupational 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 employs workers in a number of other occupations including management and business operations, logistics and freight transportation, finance and real estate, and more. These and other occupations are further supported by the US retail industry’s indirect and induced effects on other industries. **Table 10** summarizes the direct, indirect, induced, and total jobs supported by the US retail industry by type of occupation.

Table 10. Direct, Indirect, Induced, and Total Jobs Supported by the US Retail Industry by Occupational Type, 2022

Occupational Type	Direct Jobs	Indirect/ Induced Jobs	Total Jobs	Total Job Share
Sales and related occupations	10,034,100	1,512,100	11,546,200	20.9%
Food preparation and serving related occupations	11,029,200	177,800	11,207,000	20.3%
Management, business operations, office and administrative occupations	2,842,000	4,994,600	7,836,600	14.2%
Logistics and freight transportation occupations	4,264,200	3,323,800	7,588,000	13.7%
Building, cleaning, maintenance, installation, and repair occupations	1,784,000	1,630,900	3,414,900	6.2%
Finance, insurance, and real estate occupations	423,400	2,878,500	3,301,900	6.0%
Technology and IT related occupations	128,300	2,795,200	2,923,500	5.3%
Health care, personal care and service occupations	1,011,500	635,300	1,646,900	3.0%
All other occupations	723,500	4,998,400	5,721,900	10.4%
Total Job – All Occupations	32,240,200	22,946,600	55,186,900	100.0%

Source: PwC estimates based on data from the Bureau of Labor Statistics and the IMPLAN modeling system (2022 database) for the retail industry, including food services and drinking places.

Details may not sum to totals due to rounding.

Sales and related occupations represent the largest share of the total jobs supported by the US retail industry in 2022 (20.9 percent of total jobs), followed by food preparation and serving related occupations (20.3 percent of total jobs). Both of these are largely driven by direct jobs supported by the retail industry.

Other occupations significantly supported by the US retail industry include “management, business operations, office and administrative occupations” and “logistics and freight transportation” (which encompasses buying and purchasing agents, stock clerks, truck drivers, and material moving workers). The management, business operations, office and administrative occupations accounted for 7.8 million (or 14.2 percent) of the total jobs supported by the US retail industry in 2022. The logistics and freight transportation occupations accounted for 4.2 million direct jobs and an additional 3.3 million indirect and induced jobs. Overall, logistics and freight transportation occupations accounted for 13.7 percent of the total jobs supported by the US retail industry in 2022.

The US retail industry directly employed 423,400 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 contributions, the industry supported an additional 2.9 million workers in finance, insurance, and real estate occupations in 2022.

The US retail industry also supported a total of 2.9 million 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 5.3 percent of the total jobs supported by the US retail industry in 2022.

Appendix B provides greater detail on the types of occupations supported by the US retail industry through its direct, indirect, and induced economic contributions.

State Results

IV. State Results

The retail industry contributes to the economies of all 50 states and the District of Columbia. The contribution 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.

Direct Economic Contribution

Table 11a shows the direct employment, labor income (including wages and salaries and benefits as well as proprietors' income) and GDP contributions 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 ranged from a low of 63,640 (Wyoming) to over 3.6 million (California) in 2022. The top 15 states in terms of the number of retail jobs in 2022 were California, Texas, Florida, New York, Illinois, Pennsylvania, Ohio, Georgia, North Carolina, Michigan, New Jersey, Virginia, Tennessee, Massachusetts, and Arizona. Combined these states account for 65 percent of the total national retail employment in 2022.

The total number of retail establishments ranged from 7,924 (the District of Columbia) to 514,941 (California) in 2022. The top 15 states in terms of the total number of retail establishments in 2022 were California, Texas, Florida, New York, Pennsylvania, Illinois, Ohio, Georgia, North Carolina, Michigan, New Jersey, Virginia, Tennessee, Massachusetts, and Washington. Combined these states accounted for 67 percent of the total retail establishments in the country in 2022.

Table 11c shows per capita GDP directly attributable to the retail industry in 2022 by state, ranked by per capita retail GDP. Across all 50 states and the District of Columbia, the average per capita GDP directly attributable to the retail industry was \$ \$6,648 in 2022. The top 15 states by per capita retail GDP in 2022 were Washington (\$8,367), Nevada (\$8,033), New Hampshire (\$7,992), Hawaii (\$7,840), California (\$7,788), District of Columbia (\$7,769), Maine (\$7,582), Utah (\$7,508), Tennessee (\$7,477), Colorado (\$7,276), Florida (\$7,170), New York (\$7,041), Connecticut (\$6,985), Vermont (\$6,914), and Massachusetts (\$6,908).

Table 11d shows per capita labor income directly attributable to the retail industry in 2022 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 was \$3,882 in 2022. The top 15 states by per capita retail labor income in 2022 were New Hampshire (\$5,559), District of Columbia (\$5,180), Nevada (\$4,697), Massachusetts (\$4,533), Maine (\$4,379), California (\$4,352), Idaho (\$4,348), Tennessee (\$4,324), Hawaii (\$4,322), Colorado (\$4,309), Utah (\$4,281), Oregon (\$4,272), Florida (\$4,260), Connecticut (\$4,260), and Montana (\$4,241).

**Table 11a. Direct Contribution of the Retail Industry by State, 2022
(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	472,900	1.5%	\$15,912	1.2%	\$28,327	1.3%	69,478	1.5%
Alaska	66,660	0.2%	\$2,870	0.2%	\$4,277	0.2%	8,972	0.2%
Arizona	694,130	2.2%	\$29,574	2.3%	\$49,465	2.2%	82,975	1.8%
Arkansas	283,860	0.9%	\$9,489	0.7%	\$17,370	0.8%	40,962	0.9%
California	3,639,860	11.3%	\$169,846	13.1%	\$303,950	13.7%	514,941	11.2%
Colorado	603,110	1.9%	\$25,164	1.9%	\$42,493	1.9%	81,135	1.8%
Connecticut	336,650	1.0%	\$15,446	1.2%	\$25,331	1.1%	45,184	1.0%
Delaware	102,380	0.3%	\$3,903	0.3%	\$5,773	0.3%	13,936	0.3%
District of Columbia	75,880	0.2%	\$3,480	0.3%	\$5,219	0.2%	7,924	0.2%
Florida	2,286,150	7.1%	\$94,765	7.3%	\$159,501	7.2%	387,304	8.4%
Georgia	1,092,520	3.4%	\$39,291	3.0%	\$67,357	3.0%	168,644	3.7%
Hawaii	152,160	0.5%	\$6,225	0.5%	\$11,291	0.5%	22,705	0.5%
Idaho	191,960	0.6%	\$8,431	0.7%	\$12,198	0.6%	32,628	0.7%
Illinois	1,201,140	3.7%	\$47,578	3.7%	\$83,807	3.8%	163,887	3.6%
Indiana	652,420	2.0%	\$22,833	1.8%	\$39,398	1.8%	83,571	1.8%
Iowa	323,970	1.0%	\$10,404	0.8%	\$17,641	0.8%	44,955	1.0%
Kansas	288,650	0.9%	\$9,804	0.8%	\$18,302	0.8%	37,925	0.8%
Kentucky	427,940	1.3%	\$14,705	1.1%	\$24,764	1.1%	60,761	1.3%
Louisiana	466,090	1.4%	\$15,804	1.2%	\$28,724	1.3%	70,916	1.5%
Maine	148,190	0.5%	\$6,067	0.5%	\$10,503	0.5%	20,245	0.4%
Maryland	559,530	1.7%	\$21,771	1.7%	\$37,596	1.7%	73,864	1.6%
Massachusetts	696,850	2.2%	\$31,651	2.4%	\$48,230	2.2%	87,887	1.9%
Michigan	910,240	2.8%	\$33,494	2.6%	\$57,623	2.6%	128,221	2.8%
Minnesota	551,040	1.7%	\$20,753	1.6%	\$35,266	1.6%	70,144	1.5%
Mississippi	286,670	0.9%	\$9,103	0.7%	\$16,478	0.7%	42,693	0.9%
Missouri	627,510	1.9%	\$22,124	1.7%	\$36,665	1.7%	82,820	1.8%
Montana	125,500	0.4%	\$4,762	0.4%	\$6,699	0.3%	18,915	0.4%
Nebraska	206,300	0.6%	\$7,043	0.5%	\$11,675	0.5%	29,422	0.6%
Nevada	345,340	1.1%	\$14,928	1.2%	\$25,527	1.2%	41,217	0.9%
New Hampshire	162,930	0.5%	\$7,756	0.6%	\$11,151	0.5%	20,016	0.4%
New Jersey	839,180	2.6%	\$38,598	3.0%	\$61,774	2.8%	122,294	2.7%
New Mexico	188,730	0.6%	\$6,985	0.5%	\$10,991	0.5%	23,125	0.5%
New York	1,711,730	5.3%	\$80,398	6.2%	\$138,548	6.3%	268,679	5.9%
North Carolina	1,055,120	3.3%	\$39,095	3.0%	\$62,925	2.8%	149,815	3.3%
North Dakota	86,200	0.3%	\$3,054	0.2%	\$5,018	0.2%	12,377	0.3%
Ohio	1,143,480	3.5%	\$42,084	3.3%	\$74,229	3.4%	150,769	3.3%
Oklahoma	388,690	1.2%	\$13,915	1.1%	\$22,774	1.0%	57,338	1.3%
Oregon	427,300	1.3%	\$18,114	1.4%	\$27,556	1.2%	56,138	1.2%
Pennsylvania	1,175,950	3.6%	\$44,113	3.4%	\$74,498	3.4%	165,085	3.6%
Rhode Island	104,560	0.3%	\$4,559	0.4%	\$7,123	0.3%	13,869	0.3%
South Carolina	535,820	1.7%	\$18,924	1.5%	\$32,334	1.5%	75,669	1.7%
South Dakota	102,740	0.3%	\$3,494	0.3%	\$6,257	0.3%	14,962	0.3%
Tennessee	725,950	2.3%	\$30,489	2.4%	\$52,720	2.4%	104,364	2.3%
Texas	3,020,100	9.4%	\$117,444	9.1%	\$199,717	9.0%	444,985	9.7%
Utah	356,340	1.1%	\$14,474	1.1%	\$25,383	1.1%	50,256	1.1%
Vermont	66,350	0.2%	\$2,669	0.2%	\$4,474	0.2%	10,302	0.2%
Virginia	835,530	2.6%	\$30,494	2.4%	\$53,811	2.4%	118,356	2.6%
Washington	689,650	2.1%	\$32,048	2.5%	\$65,146	2.9%	86,467	1.9%
West Virginia	152,470	0.5%	\$4,850	0.4%	\$8,886	0.4%	21,815	0.5%
Wisconsin	592,140	1.8%	\$21,030	1.6%	\$35,111	1.6%	73,103	1.6%
Wyoming	63,640	0.2%	\$2,137	0.2%	\$3,735	0.2%	10,197	0.2%
US Total	32,240,200	100%	\$1,293,945	100%	\$2,215,609	100%	4,584,212	100%

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 Contribution of the Retail Industry by State, 2022
(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	3,639,860	11.3%	\$169,846	13.1%	\$303,950	13.7%	514,941	11.2%
Texas	3,020,100	9.4%	\$117,444	9.1%	\$199,717	9.0%	444,985	9.7%
Florida	2,286,150	7.1%	\$94,765	7.3%	\$159,501	7.2%	387,304	8.4%
New York	1,711,730	5.3%	\$80,398	6.2%	\$138,548	6.3%	268,679	5.9%
Illinois	1,201,140	3.7%	\$47,578	3.7%	\$83,807	3.8%	163,887	3.6%
Pennsylvania	1,175,950	3.6%	\$44,113	3.4%	\$74,498	3.4%	165,085	3.6%
Ohio	1,143,480	3.5%	\$42,084	3.3%	\$74,229	3.4%	150,769	3.3%
Georgia	1,092,520	3.4%	\$39,291	3.0%	\$67,357	3.0%	168,644	3.7%
North Carolina	1,055,120	3.3%	\$39,095	3.0%	\$62,925	2.8%	149,815	3.3%
Michigan	910,240	2.8%	\$33,494	2.6%	\$57,623	2.6%	128,221	2.8%
New Jersey	839,180	2.6%	\$38,598	3.0%	\$61,774	2.8%	122,294	2.7%
Virginia	835,530	2.6%	\$30,494	2.4%	\$53,811	2.4%	118,356	2.6%
Tennessee	725,950	2.3%	\$30,489	2.4%	\$52,720	2.4%	104,364	2.3%
Massachusetts	696,850	2.2%	\$31,651	2.4%	\$48,230	2.2%	87,887	1.9%
Arizona	694,130	2.2%	\$29,574	2.3%	\$49,465	2.2%	82,975	1.8%
Washington	689,650	2.1%	\$32,048	2.5%	\$65,146	2.9%	86,467	1.9%
Indiana	652,420	2.0%	\$22,833	1.8%	\$39,398	1.8%	83,571	1.8%
Missouri	627,510	1.9%	\$22,124	1.7%	\$36,665	1.7%	82,820	1.8%
Colorado	603,110	1.9%	\$25,164	1.9%	\$42,493	1.9%	81,135	1.8%
Wisconsin	592,140	1.8%	\$21,030	1.6%	\$35,111	1.6%	73,103	1.6%
Maryland	559,530	1.7%	\$21,771	1.7%	\$37,596	1.7%	73,864	1.6%
Minnesota	551,040	1.7%	\$20,753	1.6%	\$35,266	1.6%	70,144	1.5%
South Carolina	535,820	1.7%	\$18,924	1.5%	\$32,334	1.5%	75,669	1.7%
Alabama	472,900	1.5%	\$15,912	1.2%	\$28,327	1.3%	69,478	1.5%
Louisiana	466,090	1.4%	\$15,804	1.2%	\$28,724	1.3%	70,916	1.5%
Kentucky	427,940	1.3%	\$14,705	1.1%	\$24,764	1.1%	60,761	1.3%
Oregon	427,300	1.3%	\$18,114	1.4%	\$27,556	1.2%	56,138	1.2%
Oklahoma	388,690	1.2%	\$13,915	1.1%	\$22,774	1.0%	57,338	1.3%
Utah	356,340	1.1%	\$14,474	1.1%	\$25,383	1.1%	50,256	1.1%
Nevada	345,340	1.1%	\$14,928	1.2%	\$25,527	1.2%	41,217	0.9%
Connecticut	336,650	1.0%	\$15,446	1.2%	\$25,331	1.1%	45,184	1.0%
Iowa	323,970	1.0%	\$10,404	0.8%	\$17,641	0.8%	44,955	1.0%
Kansas	288,650	0.9%	\$9,804	0.8%	\$18,302	0.8%	37,925	0.8%
Mississippi	286,670	0.9%	\$9,103	0.7%	\$16,478	0.7%	42,693	0.9%
Arkansas	283,860	0.9%	\$9,489	0.7%	\$17,370	0.8%	40,962	0.9%
Nebraska	206,300	0.6%	\$7,043	0.5%	\$11,675	0.5%	29,422	0.6%
Idaho	191,960	0.6%	\$8,431	0.7%	\$12,198	0.6%	32,628	0.7%
New Mexico	188,730	0.6%	\$6,985	0.5%	\$10,991	0.5%	23,125	0.5%
New Hampshire	162,930	0.5%	\$7,756	0.6%	\$11,151	0.5%	20,016	0.4%
West Virginia	152,470	0.5%	\$4,850	0.4%	\$8,886	0.4%	21,815	0.5%
Hawaii	152,160	0.5%	\$6,225	0.5%	\$11,291	0.5%	22,705	0.5%
Maine	148,190	0.5%	\$6,067	0.5%	\$10,503	0.5%	20,245	0.4%
Montana	125,500	0.4%	\$4,762	0.4%	\$6,699	0.3%	18,915	0.4%
Rhode Island	104,560	0.3%	\$4,559	0.4%	\$7,123	0.3%	13,869	0.3%
South Dakota	102,740	0.3%	\$3,494	0.3%	\$6,257	0.3%	14,962	0.3%
Delaware	102,380	0.3%	\$3,903	0.3%	\$5,773	0.3%	13,936	0.3%
North Dakota	86,200	0.3%	\$3,054	0.2%	\$5,018	0.2%	12,377	0.3%
District of Columbia	75,880	0.2%	\$3,480	0.3%	\$5,219	0.2%	7,924	0.2%
Alaska	66,660	0.2%	\$2,870	0.2%	\$4,277	0.2%	8,972	0.2%
Vermont	66,350	0.2%	\$2,669	0.2%	\$4,474	0.2%	10,302	0.2%
Wyoming	63,640	0.2%	\$2,137	0.2%	\$3,735	0.2%	10,197	0.2%
US Total	32,240,200	100%	\$1,293,945	100%	\$2,215,609	100%	4,584,212	100%

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, 2022
(Sorted by Per Capita GDP)**

State	Direct GDP Per Capita (\$)
Washington	\$8,367
Nevada	\$8,033
New Hampshire	\$7,992
Hawaii	\$7,840
California	\$7,788
District of Columbia	\$7,769
Maine	\$7,582
Utah	\$7,508
Tennessee	\$7,477
Colorado	\$7,276
Florida	\$7,170
New York	\$7,041
Connecticut	\$6,985
Vermont	\$6,914
Massachusetts	\$6,908
South Dakota	\$6,877
Arizona	\$6,721
New Jersey	\$6,670
Illinois	\$6,661
Texas	\$6,651
Rhode Island	\$6,512
Oregon	\$6,499
North Dakota	\$6,439
Wyoming	\$6,424
Ohio	\$6,314
Idaho	\$6,291
Louisiana	\$6,258
Kansas	\$6,231
Virginia	\$6,197
Georgia	\$6,172
Minnesota	\$6,168
South Carolina	\$6,121
Maryland	\$6,099
Montana	\$5,966
Wisconsin	\$5,959
Missouri	\$5,935
Nebraska	\$5,933
North Carolina	\$5,881
Alaska	\$5,830
Indiana	\$5,766
Pennsylvania	\$5,743
Michigan	\$5,743
Arkansas	\$5,703
Delaware	\$5,668
Oklahoma	\$5,665
Mississippi	\$5,605
Alabama	\$5,582
Iowa	\$5,512
Kentucky	\$5,488
New Mexico	\$5,201
West Virginia	\$5,006
US Average	\$6,648

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, 2022
(Sorted by Per Capita Labor Income)**

State	Direct Labor Income Per Capita (\$)
New Hampshire	\$5,559
District of Columbia	\$5,180
Nevada	\$4,697
Massachusetts	\$4,533
Maine	\$4,379
California	\$4,352
Idaho	\$4,348
Tennessee	\$4,324
Hawaii	\$4,322
Colorado	\$4,309
Utah	\$4,281
Oregon	\$4,272
Florida	\$4,260
Connecticut	\$4,260
Montana	\$4,241
Rhode Island	\$4,169
New Jersey	\$4,168
Vermont	\$4,125
Washington	\$4,116
New York	\$4,086
Arizona	\$4,019
North Dakota	\$3,919
Alaska	\$3,912
Texas	\$3,911
South Dakota	\$3,840
Delaware	\$3,832
Illinois	\$3,781
Wyoming	\$3,676
North Carolina	\$3,654
Minnesota	\$3,630
Georgia	\$3,600
South Carolina	\$3,582
Missouri	\$3,581
Ohio	\$3,580
Nebraska	\$3,579
Wisconsin	\$3,569
Maryland	\$3,532
Virginia	\$3,512
Oklahoma	\$3,462
Louisiana	\$3,443
Pennsylvania	\$3,401
Indiana	\$3,342
Michigan	\$3,338
Kansas	\$3,338
New Mexico	\$3,305
Kentucky	\$3,259
Iowa	\$3,251
Alabama	\$3,136
Arkansas	\$3,115
Mississippi	\$3,096
West Virginia	\$2,732
US Average	\$3,882

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.

Total Economic Contribution

Table 12a shows the retail industry's state-by-state total economic contribution (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 as a percent of each state's total employment.

As a percent of each state's total employment, the retail industry's total employment contribution ranged from 13.8 percent (the District of Columbia) to 28.5 percent (Arizona) in 2022. Counting the direct, indirect, and induced contributions, the retail industry supported 22 percent or more of the total employment in all 50 states in 2022.

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 attributable to the retail industry ranged from 8.8 percent (the District of Columbia) to 24.4 percent (Florida) in 2022. The retail industry's total labor income exceeded 15 percent of the state total in all 50 states in 2022, but not the District of Columbia.

As a percent of each state's economy, the retail industry's total GDP ranged from 9.2 percent (the District of Columbia) to 25.4 percent (Maine) in 2022. The retail industry's total GDP exceeded 15 percent of the state total in all 50 states in 2022 except for Alaska.

**Table 12a. Total Contribution of the Retail Industry by State in 2022
(Sorted Alphabetically)**

State	Employment		Labor Income		GDP	
	Jobs	Percent of State Retail	(\$ Mil)	Percent of State Retail	(\$ Mil)	Percent of State Retail
Alabama	759,950	26.5%	\$33,312	20.0%	\$59,754	21.2%
Alaska	103,380	22.6%	\$5,457	15.8%	\$9,628	14.7%
Arizona	1,223,240	28.5%	\$65,595	22.9%	\$112,487	23.6%
Arkansas	466,660	26.6%	\$20,687	21.2%	\$37,234	22.4%
California	6,393,420	25.3%	\$418,775	19.3%	\$738,760	20.3%
Colorado	1,044,810	24.9%	\$59,080	18.8%	\$99,601	20.3%
Connecticut	579,340	24.2%	\$37,228	19.4%	\$61,598	19.3%
Delaware	166,060	25.5%	\$8,328	18.1%	\$15,315	17.0%
District of Columbia	125,120	13.8%	\$10,241	8.8%	\$15,190	9.2%
Florida	4,029,900	28.3%	\$205,700	24.4%	\$357,408	24.8%
Georgia	1,921,600	27.6%	\$98,601	22.4%	\$171,132	22.3%
Hawaii	237,900	26.3%	\$12,119	19.7%	\$22,154	21.9%
Idaho	316,890	26.6%	\$15,952	22.6%	\$25,710	23.2%
Illinois	2,110,550	26.1%	\$123,860	20.4%	\$211,856	20.7%
Indiana	1,082,430	26.1%	\$53,924	19.4%	\$92,986	19.8%
Iowa	532,230	25.2%	\$24,227	17.9%	\$43,600	18.3%
Kansas	477,370	24.1%	\$22,656	18.2%	\$41,023	19.6%
Kentucky	709,060	26.7%	\$32,887	20.8%	\$55,966	21.6%
Louisiana	739,600	26.6%	\$32,394	20.0%	\$60,006	20.6%
Maine	245,320	28.0%	\$12,433	23.0%	\$21,795	25.4%
Maryland	926,780	23.8%	\$48,405	16.8%	\$84,934	17.7%
Massachusetts	1,178,460	23.6%	\$78,232	17.6%	\$123,872	17.9%
Michigan	1,572,320	26.8%	\$81,066	20.9%	\$136,984	22.0%
Minnesota	965,830	25.1%	\$54,025	19.2%	\$90,210	20.1%
Mississippi	452,350	27.0%	\$17,687	21.1%	\$32,403	23.1%
Missouri	1,058,420	26.9%	\$51,368	20.9%	\$87,364	22.0%
Montana	200,280	26.8%	\$9,010	21.2%	\$14,347	21.4%
Nebraska	342,040	24.9%	\$16,576	18.4%	\$30,116	18.3%
Nevada	587,320	28.5%	\$30,972	23.5%	\$54,641	24.5%
New Hampshire	260,270	27.9%	\$15,757	22.3%	\$24,608	23.4%
New Jersey	1,467,260	24.8%	\$92,889	20.2%	\$150,434	19.9%
New Mexico	284,640	25.0%	\$12,391	18.1%	\$21,851	17.4%
New York	2,926,150	22.7%	\$204,555	17.6%	\$353,956	17.3%
North Carolina	1,794,590	27.2%	\$90,899	20.9%	\$154,091	21.5%
North Dakota	135,700	23.1%	\$6,495	15.8%	\$11,160	15.4%
Ohio	1,980,210	27.1%	\$99,424	21.1%	\$176,435	21.4%
Oklahoma	643,960	26.7%	\$29,383	19.6%	\$49,544	20.4%
Oregon	723,660	27.2%	\$39,832	20.9%	\$63,870	21.5%
Pennsylvania	2,071,060	26.0%	\$115,267	20.5%	\$188,527	20.7%
Rhode Island	173,220	25.9%	\$9,501	20.7%	\$15,515	21.3%
South Carolina	867,420	28.3%	\$39,519	22.3%	\$69,156	23.2%
South Dakota	166,250	25.7%	\$8,023	19.1%	\$14,108	20.5%
Tennessee	1,248,490	27.7%	\$69,744	23.0%	\$117,884	24.3%
Texas	5,275,780	26.9%	\$279,352	20.7%	\$482,855	20.1%
Utah	621,910	26.3%	\$31,551	21.3%	\$56,776	22.1%
Vermont	108,740	24.9%	\$5,356	20.2%	\$9,187	22.5%
Virginia	1,384,460	24.7%	\$72,121	17.6%	\$128,100	19.3%
Washington	1,169,170	24.3%	\$76,751	18.3%	\$145,436	19.7%
West Virginia	231,850	26.0%	\$9,714	19.0%	\$17,890	18.4%
Wisconsin	1,006,760	26.4%	\$50,045	20.2%	\$84,797	21.4%
Wyoming	96,630	22.1%	\$4,065	16.3%	\$7,515	15.3%
US Total	55,186,810	26.0%	\$3,043,428	20.0%	\$5,251,769	20.5%

Source: PwC calculations using data from the US Bureau of Economic Analysis and the IMPLAN modeling system (2022 database) for the retail industry, including food services and drinking places. Details may not add to totals due to rounding.

**Table 12b. Total Contribution of the Retail Industry by State in 2022
(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
Arizona	1,223,240	28.5%	\$65,595	22.9%	\$112,487	23.6%
Maine	245,320	28.0%	\$12,433	23.0%	\$21,795	25.4%
Florida	4,029,900	28.3%	\$205,700	24.4%	\$357,408	24.8%
South Carolina	867,420	28.3%	\$39,519	22.3%	\$69,156	23.2%
Nevada	587,320	28.5%	\$30,972	23.5%	\$54,641	24.5%
New Hampshire	260,270	27.9%	\$15,757	22.3%	\$24,608	23.4%
Tennessee	1,248,490	27.7%	\$69,744	23.0%	\$117,884	24.3%
Oregon	723,660	27.2%	\$39,832	20.9%	\$63,870	21.5%
Georgia	1,921,600	27.6%	\$98,601	22.4%	\$171,132	22.3%
North Carolina	1,794,590	27.2%	\$90,899	20.9%	\$154,091	21.5%
Missouri	1,058,420	26.9%	\$51,368	20.9%	\$87,364	22.0%
Ohio	1,980,210	27.1%	\$99,424	21.1%	\$176,435	21.4%
Mississippi	452,350	27.0%	\$17,687	21.1%	\$32,403	23.1%
Montana	200,280	26.8%	\$9,010	21.2%	\$14,347	21.4%
Utah	621,910	26.3%	\$31,551	21.3%	\$56,776	22.1%
Oklahoma	643,960	26.7%	\$29,383	19.6%	\$49,544	20.4%
Texas	5,275,780	26.9%	\$279,352	20.7%	\$482,855	20.1%
Kentucky	709,060	26.7%	\$32,887	20.8%	\$55,966	21.6%
Idaho	316,890	26.6%	\$15,952	22.6%	\$25,710	23.2%
Arkansas	466,660	26.6%	\$20,687	21.2%	\$37,234	22.4%
Michigan	1,572,320	26.8%	\$81,066	20.9%	\$136,984	22.0%
Alabama	759,950	26.5%	\$33,312	20.0%	\$59,754	21.2%
Wisconsin	1,006,760	26.4%	\$50,045	20.2%	\$84,797	21.4%
Louisiana	739,600	26.6%	\$32,394	20.0%	\$60,006	20.6%
Hawaii	237,900	26.3%	\$12,119	19.7%	\$22,154	21.9%
Indiana	1,082,430	26.1%	\$53,924	19.4%	\$92,986	19.8%
West Virginia	231,850	26.0%	\$9,714	19.0%	\$17,890	18.4%
Illinois	2,110,550	26.1%	\$123,860	20.4%	\$211,856	20.7%
Pennsylvania	2,071,060	26.0%	\$115,267	20.5%	\$188,527	20.7%
Rhode Island	173,220	25.9%	\$9,501	20.7%	\$15,515	21.3%
South Dakota	166,250	25.7%	\$8,023	19.1%	\$14,108	20.5%
Delaware	166,060	25.5%	\$8,328	18.1%	\$15,315	17.0%
Iowa	532,230	25.2%	\$24,227	17.9%	\$43,600	18.3%
Nebraska	342,040	24.9%	\$16,576	18.4%	\$30,116	18.3%
Vermont	108,740	24.9%	\$5,356	20.2%	\$9,187	22.5%
California	6,393,420	25.3%	\$418,775	19.3%	\$738,760	20.3%
Minnesota	965,830	25.1%	\$54,025	19.2%	\$90,210	20.1%
Colorado	1,044,810	24.9%	\$59,080	18.8%	\$99,601	20.3%
Washington	1,169,170	24.3%	\$76,751	18.3%	\$145,436	19.7%
New Mexico	284,640	25.0%	\$12,391	18.1%	\$21,851	17.4%
New Jersey	1,467,260	24.8%	\$92,889	20.2%	\$150,434	19.9%
Virginia	1,384,460	24.7%	\$72,121	17.6%	\$128,100	19.3%
Kansas	477,370	24.1%	\$22,656	18.2%	\$41,023	19.6%
Connecticut	579,340	24.2%	\$37,228	19.4%	\$61,598	19.3%
Maryland	926,780	23.8%	\$48,405	16.8%	\$84,934	17.7%
Massachusetts	1,178,460	23.6%	\$78,232	17.6%	\$123,872	17.9%
North Dakota	135,700	23.1%	\$6,495	15.8%	\$11,160	15.4%
Alaska	103,380	22.6%	\$5,457	15.8%	\$9,628	14.7%
New York	2,926,150	22.7%	\$204,555	17.6%	\$353,956	17.3%
Wyoming	96,630	22.1%	\$4,065	16.3%	\$7,515	15.3%
District of Columbia	125,120	13.8%	\$10,241	8.8%	\$15,190	9.2%
US Total	55,186,810	26.0%	\$3,043,428	20.0%	\$5,251,769	20.5%

Source: PwC calculations using data from the US Bureau of Economic Analysis and the IMPLAN modeling system (2022 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 economic contribution of the retail industry at the state level.

Table 13a shows the *direct, indirect, induced, and total* employment of the retail industry 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 as a percent of each state's total number of full-time and part-time jobs. Using this metric, the top 15 states in 2022 were Arizona (28.5 percent), Nevada (28.5 percent), Florida (28.3 percent), South Carolina (28.3 percent), Maine (28.0 percent), New Hampshire (27.9 percent), Tennessee (27.7 percent), Georgia (27.6 percent), Oregon (27.2 percent), North Carolina (27.2 percent), Ohio (27.1 percent), Mississippi (27.0 percent), Missouri (26.9 percent), Texas (26.9 percent), and Montana (26.8 percent).

Table 14a shows the *direct, indirect, induced, and total* labor income of the retail industry 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 labor income as a percent of each state's total labor income. Using this metric, the top 15 states in 2022 were Florida (24.4 percent), Nevada (23.5 percent), Maine (23.0 percent), Tennessee (23.0 percent), Arizona (22.9 percent), Idaho (22.6 percent), Georgia (22.4 percent), South Carolina (22.3 percent), New Hampshire (22.3 percent), Utah (21.3 percent), Arkansas (21.2 percent), Montana (21.2 percent), Mississippi (21.1 percent), Ohio (21.1 percent), and Michigan (20.9 percent).

Table 15a shows the *direct, indirect, induced, and total* GDP of the retail industry 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 GDP as a percent of each state's GDP. The top 15 states in 2022 were Maine (25.4 percent), Florida (24.8 percent), Nevada (24.5 percent), Tennessee (24.3 percent), Arizona (23.6 percent), New Hampshire (23.4 percent), South Carolina (23.2 percent), Idaho (23.2 percent), Mississippi (23.1 percent), Vermont (22.5 percent), Arkansas (22.4 percent), Georgia (22.3 percent), Utah (22.1 percent), Missouri (22.0 percent), and Michigan (22.0 percent).

**Table 13a. Employment Contribution of the Retail Industry by State in 2022
(Sorted Alphabetically)**

State	Direct	Indirect	Induced	Total	Total Jobs as a % of State Total Jobs
Alabama	472,900	146,170	140,880	759,950	26.5%
Alaska	66,660	15,400	21,330	103,380	22.6%
Arizona	694,130	239,750	289,360	1,223,240	28.5%
Arkansas	283,860	91,590	91,210	466,660	26.6%
California	3,639,860	1,176,020	1,577,540	6,393,420	25.3%
Colorado	603,110	193,900	247,800	1,044,810	24.9%
Connecticut	336,650	102,550	140,140	579,340	24.2%
Delaware	102,380	30,800	32,880	166,060	25.5%
District of Columbia	75,880	18,370	30,870	125,120	13.8%
Florida	2,286,150	778,180	965,570	4,029,900	28.3%
Georgia	1,092,520	401,140	427,940	1,921,600	27.6%
Hawaii	152,160	34,860	50,880	237,900	26.3%
Idaho	191,960	56,410	68,520	316,890	26.6%
Illinois	1,201,140	397,550	511,870	2,110,550	26.1%
Indiana	652,420	207,560	222,450	1,082,430	26.1%
Iowa	323,970	102,760	105,500	532,230	25.2%
Kansas	288,650	92,740	95,980	477,370	24.1%
Kentucky	427,940	139,560	141,560	709,060	26.7%
Louisiana	466,090	126,810	146,700	739,600	26.6%
Maine	148,190	43,440	53,690	245,320	28.0%
Maryland	559,530	171,640	195,610	926,780	23.8%
Massachusetts	696,850	189,540	292,070	1,178,460	23.6%
Michigan	910,240	300,230	361,860	1,572,320	26.8%
Minnesota	551,040	179,650	235,140	965,830	25.1%
Mississippi	286,670	85,870	79,810	452,350	27.0%
Missouri	627,510	205,110	225,800	1,058,420	26.9%
Montana	125,500	31,980	42,790	200,280	26.8%
Nebraska	206,300	65,240	70,500	342,040	24.9%
Nevada	345,340	113,350	128,620	587,320	28.5%
New Hampshire	162,930	41,830	55,500	260,270	27.9%
New Jersey	839,180	272,640	355,440	1,467,260	24.8%
New Mexico	188,730	42,470	53,450	284,640	25.0%
New York	1,711,730	483,430	730,990	2,926,150	22.7%
North Carolina	1,055,120	354,400	385,070	1,794,590	27.2%
North Dakota	86,200	22,600	26,900	135,700	23.1%
Ohio	1,143,480	392,320	444,400	1,980,210	27.1%
Oklahoma	388,690	129,710	125,560	643,960	26.7%
Oregon	427,300	131,790	164,570	723,660	27.2%
Pennsylvania	1,175,950	388,820	506,300	2,071,060	26.0%
Rhode Island	104,560	28,520	40,140	173,220	25.9%
South Carolina	535,820	170,000	161,600	867,420	28.3%
South Dakota	102,740	27,930	35,590	166,250	25.7%
Tennessee	725,950	243,900	278,650	1,248,490	27.7%
Texas	3,020,100	1,058,540	1,197,140	5,275,780	26.9%
Utah	356,340	127,170	138,400	621,910	26.3%
Vermont	66,350	17,620	24,770	108,740	24.9%
Virginia	835,530	266,090	282,850	1,384,460	24.7%
Washington	689,650	218,100	261,430	1,169,170	24.3%
West Virginia	152,470	37,290	42,090	231,850	26.0%
Wisconsin	592,140	196,690	217,920	1,006,760	26.4%
Wyoming	63,640	16,250	16,740	96,630	22.1%
US Total	32,240,200	10,406,280	12,540,370	55,186,810	26.0%

Source: PwC calculations using data from the US Bureau of Economic Analysis and the IMPLAN modeling system (2022 database) for the retail industry, including food services and drinking places. Details may not add to totals due to rounding.

**Table 13b. Employment Contribution of the Retail Industry by State in 2022
(Sorted by Job Share)**

State	Direct	Indirect	Induced	Total	Total as a % of State Total Jobs
Arizona	694,130	239,750	289,360	1,223,240	28.5%
Nevada	345,340	113,350	128,620	587,320	28.5%
Florida	2,286,150	778,180	965,570	4,029,900	28.3%
South Carolina	535,820	170,000	161,600	867,420	28.3%
Maine	148,190	43,440	53,690	245,320	28.0%
New Hampshire	162,930	41,830	55,500	260,270	27.9%
Tennessee	725,950	243,900	278,650	1,248,490	27.7%
Georgia	1,092,520	401,140	427,940	1,921,600	27.6%
Oregon	427,300	131,790	164,570	723,660	27.2%
North Carolina	1,055,120	354,400	385,070	1,794,590	27.2%
Ohio	1,143,480	392,320	444,400	1,980,210	27.1%
Mississippi	286,670	85,870	79,810	452,350	27.0%
Missouri	627,510	205,110	225,800	1,058,420	26.9%
Texas	3,020,100	1,058,540	1,197,140	5,275,780	26.9%
Montana	125,500	31,980	42,790	200,280	26.8%
Michigan	910,240	300,230	361,860	1,572,320	26.8%
Oklahoma	388,690	129,710	125,560	643,960	26.7%
Kentucky	427,940	139,560	141,560	709,060	26.7%
Idaho	191,960	56,410	68,520	316,890	26.6%
Arkansas	283,860	91,590	91,210	466,660	26.6%
Louisiana	466,090	126,810	146,700	739,600	26.6%
Alabama	472,900	146,170	140,880	759,950	26.5%
Wisconsin	592,140	196,690	217,920	1,006,760	26.4%
Hawaii	152,160	34,860	50,880	237,900	26.3%
Utah	356,340	127,170	138,400	621,910	26.3%
Indiana	652,420	207,560	222,450	1,082,430	26.1%
Illinois	1,201,140	397,550	511,870	2,110,550	26.1%
West Virginia	152,470	37,290	42,090	231,850	26.0%
Pennsylvania	1,175,950	388,820	506,300	2,071,060	26.0%
Rhode Island	104,560	28,520	40,140	173,220	25.9%
South Dakota	102,740	27,930	35,590	166,250	25.7%
Delaware	102,380	30,800	32,880	166,060	25.5%
California	3,639,860	1,176,020	1,577,540	6,393,420	25.3%
Iowa	323,970	102,760	105,500	532,230	25.2%
Minnesota	551,040	179,650	235,140	965,830	25.1%
New Mexico	188,730	42,470	53,450	284,640	25.0%
Colorado	603,110	193,900	247,800	1,044,810	24.9%
Nebraska	206,300	65,240	70,500	342,040	24.9%
Vermont	66,350	17,620	24,770	108,740	24.9%
New Jersey	839,180	272,640	355,440	1,467,260	24.8%
Virginia	835,530	266,090	282,850	1,384,460	24.7%
Washington	689,650	218,100	261,430	1,169,170	24.3%
Connecticut	336,650	102,550	140,140	579,340	24.2%
Kansas	288,650	92,740	95,980	477,370	24.1%
Maryland	559,530	171,640	195,610	926,780	23.8%
Massachusetts	696,850	189,540	292,070	1,178,460	23.6%
North Dakota	86,200	22,600	26,900	135,700	23.1%
New York	1,711,730	483,430	730,990	2,926,150	22.7%
Alaska	66,660	15,400	21,330	103,380	22.6%
Wyoming	63,640	16,250	16,740	96,630	22.1%
District of Columbia	75,880	18,370	30,870	125,120	13.8%
US Total	32,240,200	10,406,280	12,540,370	55,186,810	26.0%

Source: PwC calculations using data from the US Bureau of Economic Analysis and the IMPLAN modeling system (2022 database) for the retail industry, including food services and drinking places. Details may not add to totals due to rounding.

**Table 14a. Contribution of the Retail Industry to Labor Income by State in 2022
(\$ Million; Sorted Alphabetically)**

State	Direct	Indirect	Induced	Total	Total as a % of State Total Labor Income
Alabama	\$15,912	\$8,981	\$8,419	\$33,312	20.0%
Alaska	\$2,870	\$1,103	\$1,485	\$5,457	15.8%
Arizona	\$29,574	\$16,794	\$19,227	\$65,595	22.9%
Arkansas	\$9,489	\$5,908	\$5,290	\$20,687	21.2%
California	\$169,846	\$117,279	\$131,650	\$418,775	19.3%
Colorado	\$25,164	\$16,150	\$17,766	\$59,080	18.8%
Connecticut	\$15,446	\$9,797	\$11,984	\$37,228	19.4%
Delaware	\$3,903	\$2,056	\$2,369	\$8,328	18.1%
District of Columbia	\$3,480	\$2,832	\$3,929	\$10,241	8.8%
Florida	\$94,765	\$52,037	\$58,898	\$205,700	24.4%
Georgia	\$39,291	\$30,458	\$28,851	\$98,601	22.4%
Hawaii	\$6,225	\$2,550	\$3,345	\$12,119	19.7%
Idaho	\$8,431	\$3,524	\$3,997	\$15,952	22.6%
Illinois	\$47,578	\$35,727	\$40,555	\$123,860	20.4%
Indiana	\$22,833	\$15,072	\$16,019	\$53,924	19.4%
Iowa	\$10,404	\$7,092	\$6,732	\$24,227	17.9%
Kansas	\$9,804	\$6,505	\$6,347	\$22,656	18.2%
Kentucky	\$14,705	\$9,167	\$9,014	\$32,887	20.8%
Louisiana	\$15,804	\$8,029	\$8,561	\$32,394	20.0%
Maine	\$6,067	\$2,962	\$3,404	\$12,433	23.0%
Maryland	\$21,771	\$12,884	\$13,750	\$48,405	16.8%
Massachusetts	\$31,651	\$20,139	\$26,442	\$78,232	17.6%
Michigan	\$33,494	\$23,123	\$24,448	\$81,066	20.9%
Minnesota	\$20,753	\$15,707	\$17,565	\$54,025	19.2%
Mississippi	\$9,103	\$4,543	\$4,041	\$17,687	21.1%
Missouri	\$22,124	\$14,682	\$14,562	\$51,368	20.9%
Montana	\$4,762	\$1,869	\$2,379	\$9,010	21.2%
Nebraska	\$7,043	\$4,773	\$4,760	\$16,576	18.4%
Nevada	\$14,928	\$8,101	\$7,944	\$30,972	23.5%
New Hampshire	\$7,756	\$3,643	\$4,358	\$15,757	22.3%
New Jersey	\$38,598	\$25,280	\$29,011	\$92,889	20.2%
New Mexico	\$6,985	\$2,458	\$2,948	\$12,391	18.1%
New York	\$80,398	\$54,057	\$70,101	\$204,555	17.6%
North Carolina	\$39,095	\$25,932	\$25,872	\$90,899	20.9%
North Dakota	\$3,054	\$1,615	\$1,826	\$6,495	15.8%
Ohio	\$42,084	\$28,347	\$28,992	\$99,424	21.1%
Oklahoma	\$13,915	\$7,974	\$7,494	\$29,383	19.6%
Oregon	\$18,114	\$10,381	\$11,337	\$39,832	20.9%
Pennsylvania	\$44,113	\$33,757	\$37,397	\$115,267	20.5%
Rhode Island	\$4,559	\$2,229	\$2,713	\$9,501	20.7%
South Carolina	\$18,924	\$11,020	\$9,576	\$39,519	22.3%
South Dakota	\$3,494	\$2,059	\$2,470	\$8,023	19.1%
Tennessee	\$30,489	\$19,054	\$20,201	\$69,744	23.0%
Texas	\$117,444	\$79,455	\$82,453	\$279,352	20.7%
Utah	\$14,474	\$8,706	\$8,371	\$31,551	21.3%
Vermont	\$2,669	\$1,179	\$1,508	\$5,356	20.2%
Virginia	\$30,494	\$21,823	\$19,805	\$72,121	17.6%
Washington	\$32,048	\$22,591	\$22,112	\$76,751	18.3%
West Virginia	\$4,850	\$2,349	\$2,514	\$9,714	19.0%
Wisconsin	\$21,030	\$14,280	\$14,735	\$50,045	20.2%
Wyoming	\$2,137	\$1,011	\$916	\$4,065	16.3%
US Total	\$1,293,945	\$839,041	\$910,442	\$3,043,428	20.0%

Source: PwC calculations using data from the US Bureau of Economic Analysis and the IMPLAN modeling system (2022 database) for the retail industry, including food services and drinking places. Details may not add to totals due to rounding.

Table 14b. Contribution of the Retail Industry to Labor Income by State in 2022
(\$ Million; Sorted by Labor Income Share)

State	Direct	Indirect	Induced	Total	Total as a % of State Total Labor Income
Florida	\$94,765	\$52,037	\$58,898	\$205,700	24.4%
Nevada	\$14,928	\$8,101	\$7,944	\$30,972	23.5%
Maine	\$6,067	\$2,962	\$3,404	\$12,433	23.0%
Tennessee	\$30,489	\$19,054	\$20,201	\$69,744	23.0%
Arizona	\$29,574	\$16,794	\$19,227	\$65,595	22.9%
Idaho	\$8,431	\$3,524	\$3,997	\$15,952	22.6%
Georgia	\$39,291	\$30,458	\$28,851	\$98,601	22.4%
South Carolina	\$18,924	\$11,020	\$9,576	\$39,519	22.3%
New Hampshire	\$7,756	\$3,643	\$4,358	\$15,757	22.3%
Utah	\$14,474	\$8,706	\$8,371	\$31,551	21.3%
Arkansas	\$9,489	\$5,908	\$5,290	\$20,687	21.2%
Montana	\$4,762	\$1,869	\$2,379	\$9,010	21.2%
Mississippi	\$9,103	\$4,543	\$4,041	\$17,687	21.1%
Ohio	\$42,084	\$28,347	\$28,992	\$99,424	21.1%
Michigan	\$33,494	\$23,123	\$24,448	\$81,066	20.9%
Oregon	\$18,114	\$10,381	\$11,337	\$39,832	20.9%
North Carolina	\$39,095	\$25,932	\$25,872	\$90,899	20.9%
Missouri	\$22,124	\$14,682	\$14,562	\$51,368	20.9%
Kentucky	\$14,705	\$9,167	\$9,014	\$32,887	20.8%
Texas	\$117,444	\$79,455	\$82,453	\$279,352	20.7%
Rhode Island	\$4,559	\$2,229	\$2,713	\$9,501	20.7%
Pennsylvania	\$44,113	\$33,757	\$37,397	\$115,267	20.5%
Illinois	\$47,578	\$35,727	\$40,555	\$123,860	20.4%
Vermont	\$2,669	\$1,179	\$1,508	\$5,356	20.2%
New Jersey	\$38,598	\$25,280	\$29,011	\$92,889	20.2%
Wisconsin	\$21,030	\$14,280	\$14,735	\$50,045	20.2%
Louisiana	\$15,804	\$8,029	\$8,561	\$32,394	20.0%
Alabama	\$15,912	\$8,981	\$8,419	\$33,312	20.0%
Hawaii	\$6,225	\$2,550	\$3,345	\$12,119	19.7%
Oklahoma	\$13,915	\$7,974	\$7,494	\$29,383	19.6%
Connecticut	\$15,446	\$9,797	\$11,984	\$37,228	19.4%
Indiana	\$22,833	\$15,072	\$16,019	\$53,924	19.4%
California	\$169,846	\$117,279	\$131,650	\$418,775	19.3%
Minnesota	\$20,753	\$15,707	\$17,565	\$54,025	19.2%
South Dakota	\$3,494	\$2,059	\$2,470	\$8,023	19.1%
West Virginia	\$4,850	\$2,349	\$2,514	\$9,714	19.0%
Colorado	\$25,164	\$16,150	\$17,766	\$59,080	18.8%
Nebraska	\$7,043	\$4,773	\$4,760	\$16,576	18.4%
Washington	\$32,048	\$22,591	\$22,112	\$76,751	18.3%
Kansas	\$9,804	\$6,505	\$6,347	\$22,656	18.2%
New Mexico	\$6,985	\$2,458	\$2,948	\$12,391	18.1%
Delaware	\$3,903	\$2,056	\$2,369	\$8,328	18.1%
Iowa	\$10,404	\$7,092	\$6,732	\$24,227	17.9%
New York	\$80,398	\$54,057	\$70,101	\$204,555	17.6%
Massachusetts	\$31,651	\$20,139	\$26,442	\$78,232	17.6%
Virginia	\$30,494	\$21,823	\$19,805	\$72,121	17.6%
Maryland	\$21,771	\$12,884	\$13,750	\$48,405	16.8%
Wyoming	\$2,137	\$1,011	\$916	\$4,065	16.3%
North Dakota	\$3,054	\$1,615	\$1,826	\$6,495	15.8%
Alaska	\$2,870	\$1,103	\$1,485	\$5,457	15.8%
District of Columbia	\$3,480	\$2,832	\$3,929	\$10,241	8.8%
US Total	\$1,293,945	\$839,041	\$910,442	\$3,043,428	20.0%

Source: PwC calculations using data from the US Bureau of Economic Analysis and the IMPLAN modeling system (2022 database) for the retail industry, including food services and drinking places. Details may not add to totals due to rounding.

Table 15a. Contribution of the Retail Industry to GDP by State in 2022
(\$ Million; Sorted Alphabetically)

State	Direct	Indirect	Induced	Total	Total as a % of State Total GDP
Alabama	\$28,327	\$15,946	\$15,482	\$59,754	21.2%
Alaska	\$4,277	\$2,374	\$2,978	\$9,628	14.7%
Arizona	\$49,465	\$28,888	\$34,134	\$112,487	23.6%
Arkansas	\$17,370	\$10,299	\$9,565	\$37,234	22.4%
California	\$303,950	\$203,636	\$231,175	\$738,760	20.3%
Colorado	\$42,493	\$26,335	\$30,772	\$99,601	20.3%
Connecticut	\$25,331	\$16,252	\$20,015	\$61,598	19.3%
Delaware	\$5,773	\$4,467	\$5,075	\$15,315	17.0%
District of Columbia	\$5,219	\$4,349	\$5,621	\$15,190	9.2%
Florida	\$159,501	\$91,148	\$106,759	\$357,408	24.8%
Georgia	\$67,357	\$51,863	\$51,912	\$171,132	22.3%
Hawaii	\$11,291	\$4,562	\$6,300	\$22,154	21.9%
Idaho	\$12,198	\$6,297	\$7,214	\$25,710	23.2%
Illinois	\$83,807	\$58,552	\$69,497	\$211,856	20.7%
Indiana	\$39,398	\$25,105	\$28,483	\$92,986	19.8%
Iowa	\$17,641	\$12,742	\$13,217	\$43,600	18.3%
Kansas	\$18,302	\$11,440	\$11,281	\$41,023	19.6%
Kentucky	\$24,764	\$15,460	\$15,743	\$55,966	21.6%
Louisiana	\$28,724	\$15,029	\$16,253	\$60,006	20.6%
Maine	\$10,503	\$5,091	\$6,201	\$21,795	25.4%
Maryland	\$37,596	\$22,559	\$24,779	\$84,934	17.7%
Massachusetts	\$48,230	\$32,601	\$43,041	\$123,872	17.9%
Michigan	\$57,623	\$37,641	\$41,721	\$136,984	22.0%
Minnesota	\$35,266	\$25,633	\$29,311	\$90,210	20.1%
Mississippi	\$16,478	\$8,314	\$7,611	\$32,403	23.1%
Missouri	\$36,665	\$24,992	\$25,706	\$87,364	22.0%
Montana	\$6,699	\$3,448	\$4,200	\$14,347	21.4%
Nebraska	\$11,675	\$8,839	\$9,602	\$30,116	18.3%
Nevada	\$25,527	\$14,048	\$15,065	\$54,641	24.5%
New Hampshire	\$11,151	\$6,065	\$7,392	\$24,608	23.4%
New Jersey	\$61,774	\$40,240	\$48,419	\$150,434	19.9%
New Mexico	\$10,991	\$4,966	\$5,894	\$21,851	17.4%
New York	\$138,548	\$94,892	\$120,516	\$353,956	17.3%
North Carolina	\$62,925	\$44,382	\$46,783	\$154,091	21.5%
North Dakota	\$5,018	\$2,910	\$3,232	\$11,160	15.4%
Ohio	\$74,229	\$48,921	\$53,285	\$176,435	21.4%
Oklahoma	\$22,774	\$13,486	\$13,284	\$49,544	20.4%
Oregon	\$27,556	\$17,009	\$19,306	\$63,870	21.5%
Pennsylvania	\$74,498	\$53,027	\$61,001	\$188,527	20.7%
Rhode Island	\$7,123	\$3,688	\$4,704	\$15,515	21.3%
South Carolina	\$32,334	\$18,813	\$18,008	\$69,156	23.2%
South Dakota	\$6,257	\$3,557	\$4,295	\$14,108	20.5%
Tennessee	\$52,720	\$30,841	\$34,323	\$117,884	24.3%
Texas	\$199,717	\$136,497	\$146,641	\$482,855	20.1%
Utah	\$25,383	\$15,468	\$15,926	\$56,776	22.1%
Vermont	\$4,474	\$2,060	\$2,653	\$9,187	22.5%
Virginia	\$53,811	\$38,068	\$36,222	\$128,100	19.3%
Washington	\$65,146	\$39,367	\$40,924	\$145,436	19.7%
West Virginia	\$8,886	\$4,425	\$4,580	\$17,890	18.4%
Wisconsin	\$35,111	\$24,001	\$25,684	\$84,797	21.4%
Wyoming	\$3,735	\$1,959	\$1,822	\$7,515	15.3%
US Total	\$2,215,609	\$1,432,557	\$1,603,603	\$5,251,769	20.5%

Source: PwC calculations using data from the US Bureau of Economic Analysis and the IMPLAN modeling system (2022 database) for the retail industry, including food services and drinking places. Details may not add to totals due to rounding.

Table 15b. Contribution of the Retail Industry to GDP by State in 2022
(\$ Million; Sorted by GDP Share)

State	Direct	Indirect	Induced	Total	Total as a % of State Total GDP
Maine	\$10,503	\$5,091	\$6,201	\$21,795	25.4%
Florida	\$159,501	\$91,148	\$106,759	\$357,408	24.8%
Nevada	\$25,527	\$14,048	\$15,065	\$54,641	24.5%
Tennessee	\$52,720	\$30,841	\$34,323	\$117,884	24.3%
Arizona	\$49,465	\$28,888	\$34,134	\$112,487	23.6%
New Hampshire	\$11,151	\$6,065	\$7,392	\$24,608	23.4%
South Carolina	\$32,334	\$18,813	\$18,008	\$69,156	23.2%
Idaho	\$12,198	\$6,297	\$7,214	\$25,710	23.2%
Mississippi	\$16,478	\$8,314	\$7,611	\$32,403	23.1%
Vermont	\$4,474	\$2,060	\$2,653	\$9,187	22.5%
Arkansas	\$17,370	\$10,299	\$9,565	\$37,234	22.4%
Georgia	\$67,357	\$51,863	\$51,912	\$171,132	22.3%
Utah	\$25,383	\$15,468	\$15,926	\$56,776	22.1%
Missouri	\$36,665	\$24,992	\$25,706	\$87,364	22.0%
Michigan	\$57,623	\$37,641	\$41,721	\$136,984	22.0%
Hawaii	\$11,291	\$4,562	\$6,300	\$22,154	21.9%
Kentucky	\$24,764	\$15,460	\$15,743	\$55,966	21.6%
North Carolina	\$62,925	\$44,382	\$46,783	\$154,091	21.5%
Oregon	\$27,556	\$17,009	\$19,306	\$63,870	21.5%
Wisconsin	\$35,111	\$24,001	\$25,684	\$84,797	21.4%
Montana	\$6,699	\$3,448	\$4,200	\$14,347	21.4%
Ohio	\$74,229	\$48,921	\$53,285	\$176,435	21.4%
Rhode Island	\$7,123	\$3,688	\$4,704	\$15,515	21.3%
Alabama	\$28,327	\$15,946	\$15,482	\$59,754	21.2%
Pennsylvania	\$74,498	\$53,027	\$61,001	\$188,527	20.7%
Illinois	\$83,807	\$58,552	\$69,497	\$211,856	20.7%
Louisiana	\$28,724	\$15,029	\$16,253	\$60,006	20.6%
South Dakota	\$6,257	\$3,557	\$4,295	\$14,108	20.5%
Oklahoma	\$22,774	\$13,486	\$13,284	\$49,544	20.4%
California	\$303,950	\$203,636	\$231,175	\$738,760	20.3%
Colorado	\$42,493	\$26,335	\$30,772	\$99,601	20.3%
Minnesota	\$35,266	\$25,633	\$29,311	\$90,210	20.1%
Texas	\$199,717	\$136,497	\$146,641	\$482,855	20.1%
New Jersey	\$61,774	\$40,240	\$48,419	\$150,434	19.9%
Indiana	\$39,398	\$25,105	\$28,483	\$92,986	19.8%
Washington	\$65,146	\$39,367	\$40,924	\$145,436	19.7%
Kansas	\$18,302	\$11,440	\$11,281	\$41,023	19.6%
Virginia	\$53,811	\$38,068	\$36,222	\$128,100	19.3%
Connecticut	\$25,331	\$16,252	\$20,015	\$61,598	19.3%
West Virginia	\$8,886	\$4,425	\$4,580	\$17,890	18.4%
Iowa	\$17,641	\$12,742	\$13,217	\$43,600	18.3%
Nebraska	\$11,675	\$8,839	\$9,602	\$30,116	18.3%
Massachusetts	\$48,230	\$32,601	\$43,041	\$123,872	17.9%
Maryland	\$37,596	\$22,559	\$24,779	\$84,934	17.7%
New Mexico	\$10,991	\$4,966	\$5,894	\$21,851	17.4%
New York	\$138,548	\$94,892	\$120,516	\$353,956	17.3%
Delaware	\$5,773	\$4,467	\$5,075	\$15,315	17.0%
North Dakota	\$5,018	\$2,910	\$3,232	\$11,160	15.4%
Wyoming	\$3,735	\$1,959	\$1,822	\$7,515	15.3%
Alaska	\$4,277	\$2,374	\$2,978	\$9,628	14.7%
District of Columbia	\$5,219	\$4,349	\$5,621	\$15,190	9.2%
US Total	\$2,215,609	\$1,432,557	\$1,603,603	\$5,251,769	20.5%

Source: PwC calculations using data from the US Bureau of Economic Analysis and the IMPLAN modeling system (2022 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 fewer than 28,000 in any district in 2022. The retail industry directly provided 50,000 or more jobs in 410 congressional districts.

Table 16, below, lists the top 15 congressional districts in terms of direct retail jobs in 2022. The 12th District of New York (which includes the Upper West Side, the Upper East Side, and all of Midtown Manhattan) had the highest retail employment (221,880). Texas’s 24th district (which encompasses much of the suburban area between Forth Worth and Dallas) had the second highest retail employment (137,390). California’s 11th district (covering most of San Francisco, with the exception of the Excelsior District, Visitacion Valley, Portola, and Ocean View on the city’s southern edge) had the third highest retail employment (129,150).

Table 16. The Retail Industry’s Direct Economic Contribution by Congressional Districts in 2022
Top 15 Congressional Districts, Ranked by Retail Employment

Rank	Congressional District	Employment (Jobs) ⁽¹⁾	Labor Income (\$ Million) ⁽²⁾	GDP (\$ Million)	Retail Establishments ⁽³⁾
1	NY-12	221,880	\$14,980	\$23,800	38,566
2	TX-24	137,390	\$5,828	\$9,913	23,145
3	CA-11	129,150	\$9,111	\$15,713	24,115
4	AZ-1	126,350	\$5,539	\$9,147	15,835
5	TX-37	123,290	\$5,771	\$10,098	21,852
6	GA-5	121,170	\$5,124	\$7,922	18,902
7	NY-10	118,220	\$7,253	\$11,600	19,995
8	FL-19	110,670	\$4,868	\$7,914	17,197
9	CA-36	110,390	\$4,713	\$8,568	19,392
10	NV-1	110,350	\$4,849	\$7,924	12,383
11	TX-38	108,930	\$4,376	\$7,275	16,251
12	FL-23	108,920	\$4,692	\$7,873	19,799
13	CA-32	107,830	\$5,015	\$8,858	16,554
14	NC-14	106,350	\$4,861	\$7,290	15,196
15	CO-1	105,430	\$5,171	\$8,095	14,221

Source: PwC calculations using the IMPLAN modeling system (2022 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 5 congressional districts in terms of the total jobs attributable to the retail industry’s operations in 2022 were New York’s 12th (444,020), Texas’s 24th (266,750), Illinois’s 7th (259,010), Georgia’s 5th (253,620), and California’s 11th (242,210) (see **Table 17**). Full congressional district results by state are included in **Appendix C**.

**Table 17. The Retail Industry’s Total Economic Contribution by
Congressional Districts in 2022
Top 15 Congressional Districts, Ranked by Employment**

Rank	Congressional District	Employment (Jobs) ⁽¹⁾	Labor Income (\$ Million) ⁽²⁾	GDP (\$ Million)
1	NY-12	444,020	\$59,433	\$99,353
2	TX-24	266,750	\$17,078	\$27,828
3	IL-7	259,010	\$22,150	\$34,068
4	GA-5	253,620	\$19,876	\$32,093
5	CA-11	242,210	\$30,378	\$52,518
6	AZ-1	239,860	\$14,219	\$23,506
7	TX-37	226,030	\$15,641	\$26,192
8	NY-10	208,380	\$22,947	\$40,166
9	FL-14	206,440	\$12,216	\$21,142
10	TX-7	204,200	\$13,136	\$21,319
11	NC-14	202,990	\$14,172	\$22,988
12	CA-36	200,570	\$13,351	\$23,854
13	FL-27	197,320	\$11,706	\$18,546
14	CO-1	196,100	\$14,782	\$23,598
15	FL-21	194,490	\$9,859	\$17,726

Source: PwC calculations using the IMPLAN modeling system (2022 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: 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 2022. 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 2020 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 2022. PwC's estimate of nonemployer firms, self-employed individuals, and proprietors' income in 2022 were included in businesses with fewer than 10 employees. Finally, PwC combined the detailed employment size classes into three employment size groups: (1) retail firms with fewer than 10 employees, (2) retail firms with fewer than 50 employees, and (3) retail firms with 50 or more employees.

Table A-1a provides detailed counts of US retail firms by employment size by subsector in 2022. **Table A-1b** provides the percent of US retail firms by employment size by retail subsector in 2022.

Table A-2a provides detailed counts of jobs by firm size by retail subsector in 2022. **Table A-2b** provides the percent of retail jobs by firm size by retail subsector in 2022.

Table A-3a provides detailed data on labor income by firm size by retail subsector in 2022. **Table A-3b** provides the percent of labor income by firm size by retail subsector in 2022.

Table A-1a. Count of US Retail Firms by Subsector and Firm Size, 2022

2017 NAICS Code	Subsector Description	Number of Firms	Firm Size by Employment		
			Fewer than 10*	Fewer than 50*	50 or More
441	Motor vehicle and parts dealers	236,521	222,608	234,078	2,442
442	Furniture and home furnishings stores	62,833	57,439	61,887	947
443	Electronics and appliances stores	46,949	41,866	46,056	892
444	Building material and garden equipment and suppliers dealers	75,764	67,613	74,333	1,431
445	Food and beverage stores	189,396	171,533	186,260	3,136
446	Health and personal care stores	238,674	225,362	236,337	2,337
447	Gasoline stations	74,406	61,167	72,082	2,324
448	Clothing and clothing accessories stores	252,807	239,368	250,448	2,359
451	Sporting goods, hobby, book and music stores	113,039	106,894	111,960	1,079
452	General merchandise stores	83,088	74,459	81,573	1,515
453	Miscellaneous store retailers	372,500	357,876	369,932	2,567
454	Nonstore retailers	1,308,771	1,300,792	1,307,370	1,401
722	Food services and drinking places	936,179	714,601	903,902	32,277
	Total Retail Industry	3,990,925	3,641,579	3,936,218	54,707

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.

Details may not sum to totals due to rounding.

*Includes nonemployer firms.

Table A-1b. Percent of US Retail Firms by Subsector and Firm Size, 2022

2017 NAICS Code	Subsector Description	Firm Size by Employment		
		Fewer than 10*	Fewer than 50*	50 or More
441	Motor vehicle and parts dealers	94.1%	99.0%	1.0%
442	Furniture and home furnishings stores	91.4%	98.5%	1.5%
443	Electronics and appliances stores	89.2%	98.1%	1.9%
444	Building material and garden equipment and suppliers dealers	89.2%	98.1%	1.9%
445	Food and beverage stores	90.6%	98.3%	1.7%
446	Health and personal care stores	94.4%	99.0%	1.0%
447	Gasoline stations	82.2%	96.9%	3.1%
448	Clothing and clothing accessories stores	94.7%	99.1%	0.9%
451	Sporting goods, hobby, book and music stores	94.6%	99.0%	1.0%
452	General merchandise stores	89.6%	98.2%	1.8%
453	Miscellaneous store retailers	96.1%	99.3%	0.7%
454	Nonstore retailers	99.4%	99.9%	0.1%
722	Food services and drinking places	76.3%	96.6%	3.4%
	Total Retail Industry	91.2%	98.6%	1.4%

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.

Details may not sum to totals due to rounding.

*Includes nonemployer firms.

Table A-2a. Count of US Retail Jobs by Subsector and Firm Size, 2022

2017 NAICS Code	Subsector Description	Number of Jobs	Firm Size by Employment		
			Fewer than 10*	Fewer than 50*	50 or More
441	Motor vehicle and parts dealers	2,192,400	394,305	637,425	1,554,975
442	Furniture and home furnishings stores	493,500	98,443	151,859	341,641
443	Electronics and appliances stores	444,600	65,816	117,031	327,569
444	Building material and garden equipment and suppliers dealers	1,488,000	220,564	391,934	1,096,066
445	Food and beverage stores	3,337,800	493,754	878,297	2,459,503
446	Health and personal care stores	1,282,500	340,512	467,878	814,622
447	Gasoline stations	997,900	123,713	241,912	755,988
448	Clothing and clothing accessories stores	1,349,600	366,931	499,797	849,803
451	Sporting goods, hobby, book and music stores	751,400	263,229	329,235	422,165
452	General merchandise stores	3,146,600	354,083	731,659	2,414,941
453	Miscellaneous store retailers	1,723,100	969,148	1,071,089	652,011
454	Nonstore retailers	2,302,900	1,694,495	1,776,757	526,143
722	Food services and drinking places	12,729,900	1,922,136	5,621,808	7,108,092
	Total Retail Industry	32,240,200	7,307,129	12,916,683	19,323,517

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.

Details may not sum to totals due to rounding.

*Includes self-employed individuals.

Table A-2b. Percent of US Retail Jobs by Subsector and Firm Size, 2022

2017 NAICS Code	Subsector Description	Firm Size by Employment		
		Fewer than 10*	Fewer than 50*	50 or More
441	Motor vehicle and parts dealers	18.0%	29.1%	70.9%
442	Furniture and home furnishings stores	19.9%	30.8%	69.2%
443	Electronics and appliances stores	14.8%	26.3%	73.7%
444	Building material and garden equipment and suppliers dealers	14.8%	26.3%	73.7%
445	Food and beverage stores	14.8%	26.3%	73.7%
446	Health and personal care stores	26.6%	36.5%	63.5%
447	Gasoline stations	12.4%	24.2%	75.8%
448	Clothing and clothing accessories stores	27.2%	37.0%	63.0%
451	Sporting goods, hobby, book and music stores	35.0%	43.8%	56.2%
452	General merchandise stores	11.3%	23.3%	76.7%
453	Miscellaneous store retailers	56.2%	62.2%	37.8%
454	Nonstore retailers	73.6%	77.2%	22.8%
722	Food services and drinking places	15.1%	44.2%	55.8%
	Total Retail Industry	22.7%	40.1%	59.9%

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.

Details may not sum to totals due to rounding.

*Includes self-employed individuals.

Table A-3a. US Retail Labor Income by Subsector and Firm Size, 2022

2017 NAICS Code	Subsector Description	Labor Income (\$ Billion)	Firm Size by Employment		
			Fewer than 10*	Fewer than 50*	50 or More
441	Motor vehicle and parts dealers	\$182.3	\$35.3	\$57.3	\$125.0
442	Furniture and home furnishings stores	\$27.3	\$5.0	\$8.3	\$18.9
443	Electronics and appliances stores	\$29.9	\$4.4	\$8.3	\$21.7
444	Building material and garden equipment and suppliers dealers	\$73.2	\$10.4	\$19.8	\$53.5
445	Food and beverage stores	\$133.6	\$23.6	\$40.0	\$93.5
446	Health and personal care stores	\$59.3	\$9.3	\$16.8	\$42.5
447	Gasoline stations	\$48.6	\$17.5	\$22.1	\$26.5
448	Clothing and clothing accessories stores	\$45.3	\$9.1	\$14.5	\$30.8
451	Sporting goods, hobby, book and music stores	\$21.9	\$5.3	\$7.8	\$14.1
452	General merchandise stores	\$115.8	\$11.7	\$27.3	\$88.5
453	Miscellaneous store retailers	\$47.9	\$16.4	\$21.1	\$26.8
454	Nonstore retailers	\$76.6	\$17.9	\$26.7	\$49.9
722	Food services and drinking places	\$432.2	\$67.0	\$190.5	\$241.7
	Total Retail Industry	\$1,293.9	\$232.8	\$460.6	\$833.4

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.

Details may not sum to totals due to rounding.

*Includes proprietors' income of self-employed individuals.

Table A-3b. Percent of Labor Income by Subsector and Firm Size, 2022

NAICS Code	Subsector Description	Firm Size by Employment		
		Fewer than 10*	Fewer than 50*	50 or More
441	Motor vehicle and parts dealers	19.4%	31.4%	68.6%
442	Furniture and home furnishings stores	18.3%	30.5%	69.5%
443	Electronics and appliances stores	14.8%	27.6%	72.4%
444	Building material and garden equipment and suppliers dealers	14.1%	27.0%	73.0%
445	Food and beverage stores	17.6%	30.0%	70.0%
446	Health and personal care stores	15.7%	28.3%	71.7%
447	Gasoline stations	35.9%	45.5%	54.5%
448	Clothing and clothing accessories stores	20.1%	32.0%	68.0%
451	Sporting goods, hobby, book and music stores	24.4%	35.7%	64.3%
452	General merchandise stores	10.1%	23.6%	76.4%
453	Miscellaneous store retailers	34.1%	44.0%	56.0%
454	Nonstore retailers	23.4%	34.9%	65.1%
722	Food services and drinking places	15.5%	44.1%	55.9%
	Total Retail Industry	18.0%	35.6%	64.4%

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.

Details may not sum to totals due to rounding.

*Includes proprietors' income of self-employed individuals.

Appendix B

Appendix B: Detailed Occupational Data for the US Retail Industry

This appendix provides additional detail for the occupational data for the US retail industry in 2022, presented in **Table 10**. Occupational estimates are based on data from the May 2022 edition of the *Occupational Employment Statistics* (OES) database and PwC's estimates of the US retail industry's direct, indirect, and induced employment by sector. The data are arranged into broad occupational groupings as defined for this study and are listed by occupational code provided in the original OES database.

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

Occupational Code	Occupation	Direct Jobs	Indirect / Induced Jobs	Total Jobs	Total Job Share
<i>Food preparation and serving related occupations</i>					
35-1000	Supervisors of Food Preparation and Serving Workers	1,081,071	10,328	1,091,398	1.98%
35-2000	Cooks and Food Preparation Workers	2,922,231	26,520	2,948,751	5.34%
35-3000	Food and Beverage Serving Workers	5,475,745	53,257	5,529,001	10.02%
35-9000	Other Food Preparation and Serving Related Workers	1,156,320	10,190	1,166,510	2.11%
35-xxxx	Unallocatable Food Preparation and Serving Related Occupations	57,225	23,638	80,864	0.15%
51-3000	Food Processing Workers	336,569	53,899	390,468	0.71%
	Total food preparation and serving related occupations	11,029,160	177,832	11,206,992	20.31%
<i>Sales and related occupations</i>					
11-2000	Advertising, Marketing, Promotions, Public Relations, and Sales Managers	149,328	299,629	448,956	0.81%
41-1000	Supervisors of Sales Workers	1,271,374	78,107	1,349,481	2.45%
41-2000	Retail Sales Workers	8,290,443	162,125	8,452,568	15.32%
41-3010	Advertising Sales Agents	1,237	65,659	66,896	0.12%
41-3030	Securities, Commodities, and Financial Services Sales Agents	3,436	182,111	185,547	0.34%
41-3040	Travel Agents	183	2,271	2,454	0.00%
41-3090	Miscellaneous Sales Representatives, Services	155,969	369,387	525,356	0.95%
41-3xxx	Unallocatable Sales Representatives, Services	28	638	666	0.00%
41-4000	Sales Representatives, Wholesale and Manufacturing	89,005	275,565	364,570	0.66%
41-9010	Models, Demonstrators, and Product Promoters	12,563	16,979	29,541	0.05%
41-9030	Sales Engineers	1,510	23,880	25,390	0.05%
41-9040	Telemarketers	3,450	10,933	14,383	0.03%
41-9090	Miscellaneous Sales and Related Workers	55,584	24,674	80,258	0.15%
41-9xxx	Unallocatable Other Sales and Related Workers	-	151	151	0.00%

Occupational Code	Occupation	Direct Jobs	Indirect / Induced Jobs	Total Jobs	Total Job Share
	Total sales and related occupations	10,034,109	1,512,109	11,546,218	20.92%
<i>Logistics and freight transportation occupations</i>					
11-3060	Purchasing Managers	2,959	12,471	15,431	0.03%
11-3070	Transportation, Storage, and Distribution Managers	11,349	41,320	52,669	0.10%
13-1020	Buyers and Purchasing Agents	55,339	72,644	127,984	0.23%
13-1080	Logisticians and Project Management Specialists	14,209	387,865	402,073	0.73%
15-2030	Operations Research Analysts	365	42,995	43,360	0.08%
33-9032	Security Guards	111,241	38,425	149,666	0.27%
43-5010	Cargo and Freight Agents	138	41,245	41,384	0.07%
43-5052	Postal Service Mail Carriers	-	140,581	140,581	0.25%
43-5053	Postal Service Mail Sorters, Processors, and Processing Machine Operators	-	51,283	51,283	0.09%
43-5060	Production, Planning, and Expediting Clerks	28,289	70,323	98,612	0.18%
43-5070	Shipping, Receiving, and Inventory Clerks	255,179	129,587	384,766	0.70%
43-5110	Weighers, Measurers, Checkers, and Samplers, Recordkeeping	6,935	8,864	15,799	0.03%
43-5xxx	Unallocatable Material Recording, Scheduling, Dispatching, and Distribution	-	2,092	2,092	0.00%
53-1041	Aircraft Cargo Handling Supervisors	-	3,288	3,288	0.01%
53-1047	First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	152,410	116,336	268,746	0.49%
53-1xxx	Unallocatable Supervisors of Transportation and Material Moving Workers	-	20	20	0.00%
53-3030	Driver/Sales Workers and Truck Drivers	625,177	928,761	1,553,938	2.82%
53-7000	Material Moving Workers	3,000,631	1,235,689	4,236,320	7.68%
	Total logistics and freight transportation occupations	4,264,221	3,323,792	7,588,013	13.75%

Occupational Code	Occupation	Direct Jobs	Indirect / Induced Jobs	Total Jobs	Total Job Share
Management, business operations, office, and administrative occupations					
11-3010	Administrative Services and Facilities Managers	20,614	71,009	91,623	0.17%
11-3050	Industrial Production Managers	1,906	33,454	35,360	0.06%
11-3120	Human Resources Managers	5,329	46,185	51,514	0.09%
11-3130	Training and Development Managers	1,091	9,515	10,606	0.02%
11-9000	Other Management Occupations	256,994	449,485	706,479	1.28%
11-1000	Top Executives	753,119	817,604	1,570,723	2.85%
11-3xxx	Unallocatable Operations Specialties Managers	-	6,798	6,798	0.01%
13-1010	Agents and Business Managers of Artists, Performers, and Athletes	-	918	918	0.00%
13-1040	Compliance Officers	4,319	65,862	70,180	0.13%
13-1070	Human Resources Workers	44,323	168,395	212,718	0.39%
13-1110	Management Analysts	4,285	426,346	430,631	0.78%
13-1120	Meeting, Convention, and Event Planners	15,934	16,739	32,673	0.06%
13-1130	Fundraisers	1,115	5,762	6,877	0.01%
13-1140	Compensation, Benefits, and Job Analysis Specialists	1,484	24,491	25,975	0.05%
13-1150	Training and Development Specialists	39,402	79,878	119,280	0.22%
13-1160	Market Research Analysts and Marketing Specialists	57,986	329,620	387,606	0.70%
13-1190	Miscellaneous Business Operations Specialists	52,128	221,833	273,961	0.50%
43-1000	Supervisors of Office and Administrative Support Workers	204,004	301,330	505,333	0.92%
43-2000	Communications Equipment Operators	5,108	4,020	9,128	0.02%
43-4020	Correspondence Clerks	214	1,404	1,618	0.00%
43-4030	Court, Municipal, and License Clerks	101	975	1,076	0.00%
43-4050	Customer Service Representatives	711,549	553,338	1,264,887	2.29%
43-4060	Eligibility Interviewers, Government Programs	-	3,247	3,247	0.01%

Occupational Code		Occupation	Direct Jobs	Indirect / Induced Jobs	Total Jobs	Total Job Share
43-4070	File Clerks		4,951	24,613	29,565	0.05%
43-4080	Hotel, Motel, and Resort Desk Clerks		221,099	3,392	224,491	0.41%
43-4110	Interviewers, Except Eligibility and Loan		489	19,207	19,696	0.04%
43-4120	Library Assistants, Clerical		-	2,522	2,522	0.00%
43-4160	Human Resources Assistants, Except Payroll and Timekeeping		5,002	13,672	18,675	0.03%
43-4170	Receptionists and Information Clerks		59,561	163,204	222,765	0.40%
43-4180	Reservation and Transportation Ticket Agents and Travel Clerks		5,168	39,593	44,761	0.08%
43-4190	Miscellaneous Information and Record Clerks		5,086	9,497	14,583	0.03%
43-6000	Secretaries and Administrative Assistants		106,641	597,475	704,116	1.28%
43-9050	Mail Clerks and Mail Machine Operators, Except Postal Service		1,012	18,341	19,353	0.04%
43-9060	Office Clerks, General		242,821	438,329	681,150	1.23%
43-9070	Office Machine Operators, Except Computer		1,042	5,920	6,962	0.01%
43-9080	Proofreaders and Copy Markers		138	1,815	1,954	0.00%
43-9190	Miscellaneous Office and Administrative Support Workers		7,957	18,854	26,811	0.05%
	Total management, business operations, office and administrative occupations		2,841,972	4,994,642	7,836,614	14.20%
<i>Building, cleaning, maintenance, installation, and repair occupations</i>						
37-1000	Supervisors of Building and Grounds Cleaning and Maintenance Workers		42,779	8,061	50,840	0.09%
37-2000	Building Cleaning and Pest Control Workers		586,554	118,906	705,459	1.28%
37-3000	Grounds Maintenance Workers		30,836	40,391	71,227	0.13%
47-1000	Supervisors of Construction and Extraction Workers		3,658	84,700	88,359	0.16%
47-2000	Construction Trades Workers		43,490	495,508	538,997	0.98%
47-3000	Helpers, Construction Trades		1,888	23,029	24,917	0.05%
47-4000	Other Construction and Related Workers		2,530	81,340	83,871	0.15%

Occupational Code	Occupation	Direct Jobs	Indirect / Induced Jobs	Total Jobs	Total Job Share
47-5000	Extraction Workers	227	18,276	18,502	0.03%
47-xxxx	Unallocatable Construction and Extraction Occupations	-	7,711	7,711	0.01%
49-1000	Supervisors of Installation, Maintenance, and Repair Workers	91,132	76,325	167,457	0.30%
49-2020	Radio and Telecommunications Equipment Installers and Repairers	1,737	39,808	41,544	0.08%
49-2090	Miscellaneous Electrical and Electronic Equipment Mechanics, Installers, and Repairers	18,758	32,629	51,386	0.09%
49-2xxx	Unallocatable Electrical and Electronic Equipment Mechanics, Installers, and Repairers	29	380	409	0.00%
49-3000	Vehicle and Mobile Equipment Mechanics, Installers, and Repairers	655,627	164,820	820,447	1.49%
49-9000	Other Installation, Maintenance, and Repair Occupations	304,779	438,969	743,748	1.35%
	Total building, cleaning, maintenance, installation, and repair occupations	1,784,022	1,630,854	3,414,876	6.19%
<i>Health care, personal care and service occupations</i>					
29-1000	Health Diagnosing and Treating Practitioners	254,515	164,590	419,105	0.76%
29-2000	Health Technologists and Technicians	465,567	186,501	652,068	1.18%
29-9000	Other Healthcare Practitioners and Technical Occupations	440	6,012	6,452	0.01%
29-xxxx	Unallocatable Healthcare Practitioners and Technical Occupations	-	28	28	0.00%
31-1000	Nursing, Psychiatric, and Home Health Aides	-	-	-	0.00%
31-2000	Occupational Therapy and Physical Therapist Assistants and Aides	-	1,316	1,316	0.00%
31-9000	Other Healthcare Support Occupations	57,925	137,178	195,103	0.35%
31-xxxx	Unallocatable Healthcare Support Occupations	778	33,923	34,701	0.06%
39-1000	Supervisors of Personal Care and Service Workers	22,625	5,618	28,243	0.05%
39-2000	Animal Care and Service Workers	61,562	53,265	114,827	0.21%
39-3000	Entertainment Attendants and Related Workers	64,077	18,513	82,590	0.15%
39-4000	Funeral Service Workers	50	633	683	0.00%

Occupational Code	Occupation	Direct Jobs	Indirect / Induced Jobs	Total Jobs	Total Job Share
39-5000	Personal Appearance Workers	40,025	5,041	45,066	0.08%
39-6000	Baggage Porters, Bellhops, and Concierges	22,764	7,031	29,795	0.05%
39-7000	Tour and Travel Guides	1,754	1,790	3,544	0.01%
39-9000	Other Personal Care and Service Workers	19,425	11,828	31,253	0.06%
39-xxxx	Unallocatable Personal Care and Service Occupations	13	1,674	1,686	0.00%
53-3010	Ambulance Drivers and Attendants, Except Emergency Medical Technicians	-	397	397	0.00%
	Total health care, personal care and service occupations	1,011,519	635,337	1,646,856	2.98%
<i>Finance, insurance, and real estate occupations</i>					
11-3030	Financial Managers	27,920	240,191	268,112	0.49%
11-3110	Compensation and Benefits Managers	203	4,753	4,956	0.01%
13-1030	Claims Adjusters, Appraisers, Examiners, and Investigators	390	97,826	98,216	0.18%
13-1050	Cost Estimators	11,393	30,801	42,194	0.08%
13-2010	Accountants and Auditors	55,061	623,280	678,341	1.23%
13-2020	Property Appraisers and Assessors	554	13,544	14,097	0.03%
13-2030	Budget Analysts	599	7,017	7,616	0.01%
13-2040	Credit Analysts	2,126	24,181	26,307	0.05%
13-2050	Financial Analysts and Advisors	2,747	291,122	293,869	0.53%
13-2060	Financial Examiners	-	20,371	20,371	0.04%
13-2070	Credit Counselors and Loan Officers	15,190	143,365	158,555	0.29%
13-2080	Tax Examiners, Collectors and Preparers, and Revenue Agents	-	89,222	89,222	0.16%
13-2090	Miscellaneous Financial Specialists	3,930	27,185	31,114	0.06%
15-2010	Actuaries	-	12,054	12,054	0.02%
41-3020	Insurance Sales Agents	919	184,483	185,402	0.34%

Occupational Code	Occupation	Direct Jobs	Indirect / Induced Jobs	Total Jobs	Total Job Share
41-9020	Real Estate Brokers and Sales Agents	582	96,318	96,900	0.18%
43-3010	Bill and Account Collectors	10,559	43,444	54,003	0.10%
43-3020	Billing and Posting Clerks	19,376	90,043	109,418	0.20%
43-3030	Bookkeeping, Accounting, and Auditing Clerks	208,695	385,307	594,002	1.08%
43-3050	Payroll and Timekeeping Clerks	9,971	39,904	49,875	0.09%
43-3060	Procurement Clerks	7,578	6,401	13,979	0.03%
43-3070	Tellers	29	147,406	147,434	0.27%
43-3090	Miscellaneous Financial Clerks	1,095	13,976	15,071	0.03%
43-4010	Brokerage Clerks	-	16,242	16,242	0.03%
43-4040	Credit Authorizers, Checkers, and Clerks	2,288	3,923	6,212	0.01%
43-4130	Loan Interviewers and Clerks	868	102,092	102,960	0.19%
43-4140	New Accounts Clerks	-	18,645	18,645	0.03%
43-4150	Order Clerks	40,382	18,750	59,133	0.11%
43-9040	Insurance Claims and Policy Processing Clerks	969	86,637	87,606	0.16%
	Total finance, insurance, and real estate occupations	423,425	2,878,480	3,301,906	5.98%
<i>Technology and IT related occupations</i>					
11-3020	Computer and Information Systems Managers	7,683	248,641	256,324	0.46%
15-1210	Computer and Information Analysts	3,955	330,732	334,687	0.61%
15-1220	Computer and Information Research Scientists	-	20,269	20,269	0.04%
15-1230	Computer Support Specialists	22,264	345,749	368,013	0.67%
15-1240	Database and Network Administrators and Architects	10,803	285,688	296,490	0.54%
15-1250	Software and Web Developers, Programmers, and Testers	30,728	1,173,845	1,204,573	2.18%
15-1290	Miscellaneous Computer Occupations	9,763	173,761	183,524	0.33%
17-2060	Computer Hardware Engineers	126	42,330	42,455	0.08%
17-2070	Electrical and Electronics Engineers	717	111,304	112,021	0.20%

Occupational Code	Occupation	Direct Jobs	Indirect / Induced Jobs	Total Jobs	Total Job Share
43-9020	Data Entry and Information Processing Workers	8,977	43,695	52,672	0.10%
43-9030	Desktop Publishers	138	2,284	2,422	0.00%
49-2010	Computer, Automated Teller, and Office Machine Repairers	33,125	13,895	47,020	0.09%
51-9140	Semiconductor Processing Technicians	-	3,006	3,006	0.01%
	Total technology and IT related occupations	128,280	2,795,197	2,923,477	5.30%
<i>All other occupations</i>					
15-2020	Mathematicians	-	483	483	0.00%
15-2040	Statisticians	227	13,081	13,308	0.02%
15-2090	Miscellaneous Mathematical Science Occupations	-	1,648	1,648	0.00%
17-1000	Architects, Surveyors, and Cartographers	617	165,692	166,309	0.30%
17-2010	Aerospace Engineers	-	26,103	26,103	0.05%
17-2020	Agricultural Engineers	-	622	622	0.00%
17-2030	Bioengineers and Biomedical Engineers	-	8,656	8,656	0.02%
17-2040	Chemical Engineers	-	7,806	7,806	0.01%
17-2050	Civil Engineers	482	192,990	193,472	0.35%
17-2080	Environmental Engineers	-	28,971	28,971	0.05%
17-2110	Industrial Engineers, Including Health and Safety	755	80,193	80,948	0.15%
17-2120	Marine Engineers and Naval Architects	-	3,846	3,846	0.01%
17-2130	Materials Engineers	38	6,550	6,588	0.01%
17-2140	Mechanical Engineers	591	111,754	112,345	0.20%
17-2150	Mining and Geological Engineers, Including Mining Safety Engineers	-	3,877	3,877	0.01%
17-2160	Nuclear Engineers	-	5,442	5,442	0.01%
17-2170	Petroleum Engineers	-	5,280	5,280	0.01%

Occupational Code	Occupation	Direct Jobs	Indirect / Induced Jobs	Total Jobs	Total Job Share
17-2190	Miscellaneous Engineers	449	52,059	52,508	0.10%
17-2xxx	Unallocatable Engineers	86	483	569	0.00%
17-3000	Drafters, Engineering Technicians, and Mapping Technicians	2,014	317,056	319,070	0.58%
17-xxxx	Unallocatable Architecture and Engineering Occupations	61	13	74	0.00%
19-1000	Life Scientists	289	134,703	134,993	0.24%
19-2000	Physical Scientists	-	111,593	111,593	0.20%
19-3000	Social Scientists and Related Workers	-	38,489	38,489	0.07%
19-4000	Life, Physical, and Social Science Technicians	705	129,068	129,773	0.24%
19-xxxx	Unallocatable Life, Physical, and Social Science Occupations	755	26,699	27,455	0.05%
21-1000	Counselors, Social Workers, and Other Community and Social Service Specialists	3,123	38,647	41,769	0.08%
21-2000	Religious Workers	106	647	753	0.00%
23-1000	Lawyers, Judges, and Related Workers	997	523,443	524,440	0.95%
23-2000	Legal Support Workers	2,467	355,992	358,459	0.65%
23-xxxx	Unallocatable Legal Occupations	-	-	-	0.00%
25-1000	Postsecondary Teachers	-	9,448	9,448	0.02%
25-2000	Preschool, Elementary, Middle, Secondary, and Special Education Teachers	-	25,105	25,105	0.05%
25-3000	Other Teachers and Instructors	11,714	10,000	21,714	0.04%
25-4000	Librarians, Curators, and Archivists	390	7,912	8,302	0.02%
25-9000	Other Educational Instruction and Library Occupations	335	16,873	17,208	0.03%
25-xxxx	Unallocatable Education, Training, and Library Occupations	185	364	549	0.00%
27-1000	Art and Design Workers	201,086	231,324	432,410	0.78%
27-2000	Entertainers and Performers, Sports and Related Workers	6,493	66,431	72,924	0.13%
27-3000	Media and Communication Workers	15,454	203,963	219,417	0.40%

Occupational Code	Occupation	Direct Jobs	Indirect / Induced Jobs	Total Jobs	Total Job Share
27-4000	Media and Communication Equipment Workers	10,888	75,111	86,000	0.16%
27-xxxx	Unallocatable Arts, Design, Entertainment, Sports, and Media Occupations	-	26	26	0.00%
33-1000	Supervisors of Protective Service Workers	12,733	4,219	16,953	0.03%
33-2000	Firefighting and Prevention Workers	-	2,873	2,873	0.01%
33-3000	Law Enforcement Workers	-	6,970	6,970	0.01%
33-9010	Animal Control Workers	-	68	68	0.00%
33-9020	Private Detectives and Investigators	8,407	7,954	16,361	0.03%
33-9031	Gambling Surveillance Officers and Gambling Investigators	2,680	60	2,741	0.00%
33-9090	Miscellaneous Protective Service Workers	12,832	6,199	19,031	0.03%
43-3040	Gambling Cage Workers	3,876	69	3,945	0.01%
43-5020	Couriers and Messengers	2,954	21,365	24,319	0.04%
43-5030	Dispatchers	10,451	53,400	63,850	0.12%
43-5040	Meter Readers, Utilities	-	2,201	2,201	0.00%
43-5051	Postal Service Clerks	-	33,424	33,424	0.06%
43-9110	Statistical Assistants	-	2,311	2,311	0.00%
45-0000	Farming, Fishing, and Forestry Occupations	37,758	334,463	372,220	0.67%
51-1000	Supervisors of Production Workers	43,531	78,840	122,371	0.22%
51-2000	Assemblers and Fabricators	28,833	200,363	229,196	0.42%
51-4020	Forming Machine Setters, Operators, and Tenders, Metal and Plastic	-	10,344	10,344	0.02%
51-4030	Machine Tool Cutting Setters, Operators, and Tenders, Metal and Plastic	415	30,803	31,219	0.06%
51-4040	Machinists	2,391	36,863	39,254	0.07%
51-4050	Metal Furnace Operators, Tenders, Pourers, and Casters	-	2,632	2,632	0.00%
51-4060	Model Makers and Patternmakers, Metal and Plastic	-	1,252	1,252	0.00%

Occupational Code	Occupation	Direct Jobs	Indirect / Induced Jobs	Total Jobs	Total Job Share
51-4070	Molders and Molding Machine Setters, Operators, and Tenders, Metal and Plastic	-	17,759	17,759	0.03%
51-4080	Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	-	12,934	12,934	0.02%
51-4110	Tool and Die Makers	-	6,732	6,732	0.01%
51-4120	Welding, Soldering, and Brazing Workers	2,366	49,667	52,033	0.09%
51-4190	Miscellaneous Metal Workers and Plastic Workers	164	7,757	7,921	0.01%
51-4xxx	Unallocatable Metal Workers and Plastic Workers	378	359	736	0.00%
51-5100	Printing Workers	4,579	33,595	38,174	0.07%
51-6000	Textile, Apparel, and Furnishings Workers	58,952	28,970	87,922	0.16%
51-7000	Woodworkers	8,420	24,333	32,752	0.06%
51-8000	Plant and System Operators	3,105	32,830	35,935	0.07%
51-9010	Chemical Processing Machine Setters, Operators, and Tenders	4,083	18,290	22,374	0.04%
51-9020	Crushing, Grinding, Polishing, Mixing, and Blending Workers	1,837	15,809	17,646	0.03%
51-9030	Cutting Workers	1,095	6,235	7,330	0.01%
51-9040	Extruding, Forming, Pressing, and Compacting Machine Setters, Operators, and Tenders	-	5,940	5,940	0.01%
51-9050	Furnace, Kiln, Oven, Drier, and Kettle Operators and Tenders	-	1,468	1,468	0.00%
51-9060	Inspectors, Testers, Sorters, Samplers, and Weighers	12,601	114,401	127,002	0.23%
51-9070	Jewelers and Precious Stone and Metal Workers	17,141	1,377	18,518	0.03%
51-9080	Dental and Ophthalmic Laboratory Technicians and Medical Appliance Technicians	5,324	5,588	10,911	0.02%
51-9110	Packaging and Filling Machine Operators and Tenders	3,214	42,807	46,020	0.08%
51-9120	Painting Workers	5,361	15,557	20,918	0.04%
51-9150	Photographic Process Workers and Processing Machine Operators	428	2,340	2,768	0.01%

Occupational Code	Occupation	Direct Jobs	Indirect / Induced Jobs	Total Jobs	Total Job Share
51-9190	Miscellaneous Production Workers	15,122	62,916	78,038	0.14%
51-9xxx	Unallocatable Other Production Occupations	1,247	24,070	25,317	0.05%
51-xxxx	Unallocatable Production Occupations	1,085	1,170	2,255	0.00%
53-2000	Air Transportation Workers	244	104,055	104,299	0.19%
53-3050	Passenger Vehicle Drivers	24,866	128,596	153,462	0.28%
53-3090	Miscellaneous Motor Vehicle Operators	11,857	7,926	19,782	0.04%
53-3xxx	Unallocatable Motor Vehicle Operators	-	21	21	0.00%
53-4000	Rail Transportation Workers	-	38,963	38,963	0.07%
53-5000	Water Transportation Workers	-	25,722	25,722	0.05%
53-6000	Other Transportation Workers	107,451	27,508	134,960	0.24%
53-xxxx	Unallocatable Transportation and Material Moving Occupations	421	121	542	0.00%
xx-xxxx	Not allocable	4,984	257,481	262,465	0.48%
	Total all other occupations	723,491	4,998,411	5,721,902	10.37%

Source: PwC estimates based on data from the Bureau of Labor Statistics and the IMPLAN modeling system (2022 database) for the retail industry, including food services and drinking places.
 Details may not sum to totals due to rounding.

Appendix C

Appendix C: Detailed Congressional District Results by State

The Economic Contribution of the Retail Industry in Alabama, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Alabama	69,478	472,900	759,950	\$15,912	\$33,312	\$28,327	\$59,754
AL-1	10,397	72,650	120,570	\$2,513	\$5,175	\$4,336	\$9,158
AL-2	10,772	69,480	108,170	\$2,253	\$4,376	\$4,202	\$8,171
AL-3	9,410	64,930	99,410	\$1,952	\$3,677	\$3,588	\$6,768
AL-4	8,246	54,070	83,920	\$1,750	\$3,315	\$3,288	\$6,096
AL-5	9,536	66,870	106,870	\$2,335	\$4,897	\$4,056	\$8,565
AL-6	10,514	71,640	115,700	\$2,617	\$5,853	\$4,469	\$10,130
AL-7	10,603	73,250	125,310	\$2,492	\$6,020	\$4,388	\$10,867

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Alaska, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Alaska	8,972	66,660	103,380	\$2,870	\$5,457	\$4,277	\$9,628
AK-1 (At-Large)	8,972	66,660	103,380	\$2,870	\$5,457	\$4,277	\$9,628

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Arizona, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Arizona	82,975	694,130	1,223,240	\$29,574	\$65,595	\$49,465	\$112,487
AZ-1	15,835	126,350	239,860	\$5,539	\$14,219	\$9,147	\$23,506
AZ-2	8,584	80,120	126,480	\$3,085	\$5,537	\$5,123	\$10,015
AZ-3	10,142	70,220	165,500	\$3,035	\$9,940	\$5,273	\$16,616
AZ-4	13,091	85,930	160,770	\$3,745	\$9,315	\$6,555	\$15,851
AZ-5	6,522	58,350	83,040	\$2,494	\$4,211	\$4,181	\$7,428
AZ-6	7,485	74,980	126,260	\$2,972	\$5,832	\$4,770	\$10,028
AZ-7	6,602	66,030	120,740	\$2,841	\$6,091	\$4,619	\$10,225
AZ-8	8,149	69,570	107,500	\$3,123	\$5,861	\$5,233	\$10,435
AZ-9	6,564	62,570	93,090	\$2,740	\$4,588	\$4,563	\$8,381

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Arkansas, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Arkansas	40,962	283,860	466,660	\$9,489	\$20,687	\$17,370	\$37,234
AR-1	8,431	63,550	100,110	\$2,060	\$3,937	\$3,717	\$7,437
AR-2	12,681	82,240	135,650	\$2,878	\$6,154	\$5,218	\$11,019
AR-3	10,903	76,840	134,220	\$2,632	\$6,846	\$4,763	\$11,566
AR-4	8,946	61,230	96,680	\$1,918	\$3,750	\$3,672	\$7,213

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in California, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
California	514,941	3,639,860	6,393,420	\$169,846	\$418,775	\$303,950	\$738,760
CA-1	8,106	60,520	101,630	\$2,495	\$4,953	\$4,717	\$9,227
CA-2	10,975	81,150	136,980	\$4,079	\$8,577	\$7,108	\$14,499
CA-3	8,974	69,510	123,100	\$3,012	\$6,738	\$5,385	\$11,899
CA-4	9,954	76,920	133,080	\$3,510	\$7,625	\$6,241	\$13,311
CA-5	9,733	77,130	126,980	\$3,092	\$6,368	\$5,649	\$11,200
CA-6	8,089	65,890	111,570	\$2,787	\$6,116	\$5,061	\$10,469
CA-7	7,528	59,690	104,870	\$2,493	\$5,832	\$4,490	\$10,002
CA-8	7,022	46,330	80,140	\$2,002	\$4,482	\$3,815	\$9,179
CA-9	5,914	49,110	100,170	\$2,065	\$5,415	\$3,775	\$9,165
CA-10	9,698	77,110	133,620	\$3,707	\$9,058	\$6,554	\$15,475
CA-11	24,115	129,150	242,210	\$9,111	\$30,378	\$15,713	\$52,518
CA-12	8,331	59,040	110,530	\$2,968	\$7,866	\$5,002	\$13,038
CA-13	4,580	40,880	83,520	\$1,672	\$4,533	\$3,095	\$7,930
CA-14	8,838	59,650	103,200	\$3,247	\$7,523	\$5,750	\$12,754
CA-15	11,530	75,220	135,650	\$4,584	\$15,708	\$8,191	\$31,832
CA-16	12,004	84,170	151,750	\$4,742	\$16,777	\$8,227	\$31,907
CA-17	10,920	73,130	153,660	\$4,093	\$19,374	\$7,352	\$36,842
CA-18	8,411	57,640	95,420	\$2,992	\$6,792	\$5,289	\$11,798
CA-19	10,329	78,530	121,910	\$3,906	\$7,552	\$6,657	\$13,081
CA-20	8,687	75,110	124,580	\$3,100	\$6,288	\$5,621	\$11,226
CA-21	4,672	37,220	71,920	\$1,519	\$3,648	\$2,808	\$6,389
CA-22	4,365	38,950	70,370	\$1,631	\$3,672	\$2,976	\$6,465
CA-23	6,474	55,740	84,280	\$2,296	\$4,105	\$4,166	\$7,400
CA-24	9,644	73,350	127,330	\$3,405	\$7,321	\$5,827	\$12,479
CA-25	5,250	46,010	70,590	\$1,899	\$3,292	\$3,464	\$5,999
CA-26	11,234	80,260	138,170	\$3,506	\$8,126	\$6,367	\$13,900

(Continued on next page)

The Economic Contribution of the Retail Industry in California, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
CA-27	7,596	55,770	82,610	\$2,682	\$4,686	\$4,795	\$8,226
CA-28	12,368	89,270	149,870	\$4,028	\$8,654	\$7,026	\$14,754
CA-29	5,463	38,830	70,870	\$1,919	\$4,455	\$3,504	\$8,136
CA-30	14,623	101,580	183,140	\$4,692	\$12,819	\$8,028	\$21,938
CA-31	11,615	68,960	104,990	\$3,288	\$6,000	\$6,236	\$10,922
CA-32	16,554	107,830	187,580	\$5,015	\$11,702	\$8,858	\$20,233
CA-33	5,951	39,800	87,110	\$1,614	\$4,536	\$3,096	\$7,479
CA-34	9,053	57,470	122,600	\$2,615	\$8,102	\$4,570	\$13,449
CA-35	11,789	70,400	145,030	\$2,927	\$7,598	\$5,781	\$13,017
CA-36	19,392	110,390	200,570	\$4,713	\$13,351	\$8,568	\$23,854
CA-37	11,431	70,240	138,500	\$3,215	\$9,494	\$5,764	\$16,458
CA-38	10,224	67,080	112,210	\$3,091	\$6,552	\$5,611	\$11,452
CA-39	9,613	50,890	103,630	\$1,991	\$5,093	\$4,076	\$8,474
CA-40	13,642	89,400	151,310	\$4,037	\$9,247	\$7,400	\$15,975
CA-41	10,368	85,040	141,280	\$3,477	\$6,626	\$6,329	\$11,503
CA-42	8,501	59,790	114,190	\$2,822	\$7,051	\$5,001	\$12,448
CA-43	6,334	48,270	90,590	\$2,308	\$5,576	\$4,075	\$9,821
CA-44	6,415	50,050	85,580	\$2,355	\$5,143	\$4,120	\$9,455
CA-45	14,715	104,550	158,930	\$4,830	\$9,328	\$8,598	\$16,146
CA-46	9,510	68,010	120,390	\$3,151	\$7,360	\$5,593	\$12,462
CA-47	13,528	96,330	186,040	\$4,339	\$12,477	\$7,607	\$20,987
CA-48	8,890	66,970	99,710	\$2,930	\$5,024	\$5,388	\$9,359
CA-49	10,752	81,100	123,580	\$3,609	\$6,936	\$6,422	\$12,501
CA-50	12,391	93,750	164,280	\$4,010	\$9,592	\$6,921	\$16,284
CA-51	12,039	87,090	151,420	\$3,901	\$9,089	\$7,077	\$15,817
CA-52	6,807	53,630	80,170	\$2,374	\$4,164	\$4,202	\$7,624

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Colorado, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Colorado	81,135	603,110	1,044,810	\$25,164	\$59,080	\$42,493	\$99,601
CO-1	14,221	105,430	196,100	\$5,171	\$14,782	\$8,095	\$23,598
CO-2	13,343	95,350	156,880	\$3,914	\$8,380	\$6,591	\$14,465
CO-3	9,763	74,910	123,790	\$2,893	\$5,427	\$5,063	\$9,650
CO-4	9,996	77,670	135,050	\$2,993	\$7,091	\$5,151	\$12,119
CO-5	9,091	69,150	117,980	\$2,681	\$5,643	\$4,603	\$9,660
CO-6	7,607	56,800	113,270	\$2,525	\$7,284	\$4,261	\$11,893
CO-7	9,878	67,320	107,490	\$2,658	\$5,406	\$4,660	\$9,501

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Connecticut, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Connecticut	45,184	336,650	579,340	\$15,446	\$37,228	\$25,331	\$61,598
CT-1	8,140	65,050	128,170	\$2,733	\$8,291	\$4,429	\$14,249
CT-2	9,963	69,610	104,600	\$2,842	\$5,255	\$4,917	\$9,370
CT-3	8,619	69,360	120,490	\$3,138	\$6,949	\$4,998	\$11,466
CT-4	10,649	72,540	132,830	\$3,968	\$11,372	\$6,492	\$17,522
CT-5	7,814	60,090	93,260	\$2,766	\$5,362	\$4,495	\$8,992

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Delaware, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Delaware	13,936	102,380	166,060	\$3,903	\$8,328	\$5,773	\$15,315
DE-1 (At-Large)	13,936	102,380	166,060	\$3,903	\$8,328	\$5,773	\$15,315

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in District of Columbia, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
District of Columbia	7,924	75,880	125,120	\$3,480	\$10,241	\$5,219	\$15,190
DC-1 (At-Large)	7,924	75,880	125,120	\$3,480	\$10,241	\$5,219	\$15,190

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Florida, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Florida	387,304	2,286,150	4,029,900	\$94,765	\$205,700	\$159,501	\$357,408
FL-1	11,313	80,960	133,760	\$3,151	\$6,229	\$5,077	\$10,912
FL-2	11,333	83,310	135,690	\$2,986	\$5,881	\$4,964	\$10,646
FL-3	10,685	68,730	118,070	\$2,486	\$5,019	\$4,344	\$9,261
FL-4	11,536	69,480	131,700	\$2,679	\$6,814	\$4,674	\$12,009
FL-5	16,059	95,650	163,620	\$3,800	\$9,147	\$6,482	\$15,368
FL-6	13,086	77,850	125,830	\$2,896	\$5,289	\$5,063	\$9,673
FL-7	15,763	85,050	142,950	\$3,151	\$6,832	\$5,785	\$12,632
FL-8	12,373	80,640	130,290	\$2,944	\$5,860	\$5,009	\$10,287
FL-9	13,625	78,770	142,180	\$3,085	\$6,677	\$5,219	\$11,761
FL-10	17,543	97,720	178,090	\$4,330	\$9,957	\$7,328	\$16,801
FL-11	12,539	82,510	129,910	\$3,202	\$6,002	\$5,125	\$10,422
FL-12	8,708	59,340	98,900	\$2,279	\$4,197	\$3,821	\$7,801
FL-13	16,270	91,520	156,040	\$3,615	\$7,905	\$6,243	\$14,057
FL-14	20,491	97,380	206,440	\$4,018	\$12,216	\$7,282	\$21,142
FL-15	11,868	71,120	125,630	\$2,994	\$6,628	\$5,110	\$11,500
FL-16	8,766	57,000	96,900	\$2,288	\$4,786	\$3,817	\$8,592
FL-17	11,657	77,520	128,710	\$3,235	\$6,232	\$5,306	\$10,823
FL-18	6,841	49,830	91,760	\$1,773	\$4,079	\$3,071	\$7,287
FL-19	17,197	110,670	184,570	\$4,868	\$9,393	\$7,914	\$15,902
FL-20	15,241	75,330	145,790	\$3,305	\$8,108	\$5,799	\$14,160
FL-21	18,198	91,290	194,490	\$3,530	\$9,859	\$6,360	\$17,726
FL-22	12,174	75,000	125,780	\$3,208	\$6,925	\$5,271	\$11,867
FL-23	19,799	108,920	191,820	\$4,692	\$10,516	\$7,873	\$17,143
FL-24	17,115	97,800	161,520	\$4,823	\$8,545	\$7,565	\$14,396
FL-25	17,196	85,900	139,390	\$3,712	\$7,076	\$6,448	\$12,627

(continued next page)

The Economic Contribution of the Retail Industry in Florida, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
FL-26	13,846	75,890	150,500	\$3,727	\$8,273	\$6,132	\$14,296
FL-27	16,188	99,770	197,320	\$5,068	\$11,706	\$7,774	\$18,546
FL-28	9,892	61,190	102,280	\$2,921	\$5,547	\$4,647	\$9,771

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Georgia, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Georgia	168,644	1,092,520	1,921,600	\$39,291	\$98,601	\$67,357	\$171,132
GA-1	12,272	83,720	137,700	\$2,810	\$5,846	\$4,844	\$10,663
GA-2	10,592	74,200	125,220	\$2,320	\$5,161	\$4,023	\$9,300
GA-3	11,563	77,840	130,300	\$2,423	\$5,148	\$4,262	\$9,212
GA-4	10,753	73,810	124,270	\$2,960	\$6,517	\$4,713	\$11,021
GA-5	18,902	121,170	253,620	\$5,124	\$19,876	\$7,922	\$32,093
GA-6	15,255	87,870	160,700	\$3,423	\$10,698	\$6,042	\$17,770
GA-7	14,169	85,480	160,400	\$3,457	\$9,281	\$5,953	\$15,552
GA-8	9,986	68,730	111,560	\$2,118	\$4,125	\$3,844	\$7,957
GA-9	12,616	75,490	125,970	\$2,662	\$5,529	\$4,893	\$10,026
GA-10	10,393	65,630	111,640	\$2,207	\$4,381	\$3,894	\$8,245
GA-11	11,838	77,980	133,930	\$2,891	\$6,639	\$4,883	\$11,414
GA-12	9,828	70,210	117,340	\$2,224	\$4,624	\$3,841	\$8,519
GA-13	11,050	68,190	123,490	\$2,656	\$6,389	\$4,581	\$11,292
GA-14	9,427	62,200	105,470	\$2,014	\$4,386	\$3,662	\$8,067

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Hawaii, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Hawaii	22,705	152,160	237,900	\$6,225	\$12,119	\$11,291	\$22,154
HI-1	12,506	83,680	135,200	\$3,295	\$7,167	\$6,056	\$12,840
HI-2	10,199	68,480	102,700	\$2,930	\$4,952	\$5,235	\$9,314

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Idaho, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Idaho	32,628	191,960	316,890	\$8,431	\$15,952	\$12,198	\$25,710
ID-1	13,987	88,610	143,560	\$3,364	\$6,509	\$5,234	\$11,046
ID-2	18,641	103,350	173,330	\$5,067	\$9,443	\$6,964	\$14,664

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Illinois, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Illinois	163,887	1,201,140	2,110,550	\$47,578	\$123,860	\$83,807	\$211,856
IL-1	5,536	46,660	80,020	\$1,899	\$4,220	\$3,213	\$7,439
IL-2	5,516	48,380	80,660	\$2,005	\$4,275	\$3,383	\$7,540
IL-3	9,208	62,550	114,470	\$2,686	\$7,274	\$4,730	\$12,273
IL-4	7,085	52,540	93,980	\$2,325	\$5,655	\$3,989	\$9,679
IL-5	12,875	88,870	145,980	\$3,962	\$9,307	\$6,638	\$15,358
IL-6	12,965	89,640	144,870	\$4,042	\$8,880	\$7,042	\$14,636
IL-7	12,953	98,030	259,010	\$4,285	\$22,150	\$6,884	\$34,068
IL-8	12,800	85,760	144,950	\$3,524	\$8,713	\$6,279	\$14,860
IL-9	11,151	74,360	119,210	\$3,284	\$7,110	\$5,690	\$11,990
IL-10	9,499	67,730	125,720	\$3,132	\$8,927	\$5,611	\$15,893
IL-11	13,205	73,730	124,730	\$2,692	\$6,427	\$5,350	\$11,512
IL-12	7,829	67,740	112,410	\$2,155	\$4,727	\$3,970	\$8,899
IL-13	7,637	68,070	108,080	\$2,281	\$5,035	\$3,948	\$9,009
IL-14	8,672	65,890	107,970	\$2,301	\$4,862	\$4,156	\$8,679
IL-15	8,661	71,270	117,980	\$2,307	\$5,296	\$4,258	\$9,969
IL-16	9,980	76,480	123,900	\$2,590	\$5,848	\$4,804	\$11,054
IL-17	8,317	63,400	106,630	\$2,107	\$5,152	\$3,862	\$8,999
IL-18	5,536	46,660	80,020	\$1,899	\$4,220	\$3,213	\$7,439

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Indiana, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Indiana	83,571	652,420	1,082,430	\$22,833	\$53,924	\$39,398	\$92,986
IN-1	8,030	70,350	111,730	\$2,447	\$5,030	\$4,033	\$8,990
IN-2	10,133	74,830	124,220	\$2,603	\$6,077	\$4,625	\$10,335
IN-3	10,259	73,310	125,550	\$2,461	\$5,709	\$4,363	\$9,931
IN-4	8,853	65,920	110,800	\$2,265	\$5,032	\$4,081	\$8,903
IN-5	9,923	82,000	137,030	\$2,957	\$7,482	\$4,868	\$12,432
IN-6	8,745	72,100	111,780	\$2,521	\$5,354	\$4,265	\$9,511
IN-7	10,419	69,850	127,990	\$2,807	\$8,954	\$5,049	\$14,480
IN-8	9,273	76,860	126,430	\$2,481	\$5,646	\$4,234	\$10,143
IN-9	7,936	67,200	106,900	\$2,290	\$4,640	\$3,882	\$8,263

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Iowa, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Iowa	44,955	323,970	532,230	\$10,404	\$24,227	\$17,641	\$43,600
IA-1	13,527	89,910	139,870	\$2,783	\$5,871	\$4,918	\$10,631
IA-2	12,466	82,640	135,050	\$2,544	\$5,845	\$4,460	\$10,598
IA-3	9,685	76,380	134,580	\$2,696	\$7,122	\$4,357	\$12,622
IA-4	9,278	75,040	122,730	\$2,381	\$5,389	\$3,906	\$9,749

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Kansas, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Kansas	37,925	288,650	477,370	\$9,804	\$22,656	\$18,302	\$41,023
KS-1	8,454	66,180	104,510	\$2,006	\$4,214	\$3,840	\$7,902
KS-2	8,384	68,420	109,840	\$2,171	\$4,680	\$4,026	\$8,654
KS-3	12,073	82,510	148,350	\$3,123	\$8,573	\$5,874	\$15,149
KS-4	9,015	71,530	114,670	\$2,504	\$5,190	\$4,562	\$9,318

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Kentucky, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Kentucky	60,761	427,940	709,060	\$14,705	\$32,887	\$24,764	\$55,966
KY-1	9,176	68,480	108,430	\$2,154	\$4,398	\$3,663	\$7,704
KY-2	9,564	64,680	105,010	\$2,096	\$4,492	\$3,658	\$7,905
KY-3	12,363	84,380	151,380	\$3,281	\$8,594	\$5,431	\$14,186
KY-4	11,748	75,440	125,740	\$2,688	\$6,094	\$4,537	\$10,324
KY-5	7,201	56,780	87,740	\$1,749	\$3,361	\$2,941	\$5,865
KY-6	10,710	78,170	130,770	\$2,738	\$5,947	\$4,534	\$9,981

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Louisiana, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Louisiana	70,916	466,090	739,600	\$15,804	\$32,394	\$28,724	\$60,006
LA-1	13,725	88,990	140,060	\$3,101	\$6,407	\$5,560	\$11,369
LA-2	13,589	87,940	137,810	\$3,204	\$6,690	\$5,519	\$12,227
LA-3	12,234	80,010	125,200	\$2,608	\$5,083	\$4,936	\$9,873
LA-4	10,373	64,720	104,970	\$2,063	\$4,186	\$4,019	\$8,177
LA-5	8,845	63,060	101,910	\$2,164	\$4,234	\$3,819	\$7,819
LA-6	12,150	81,380	129,660	\$2,665	\$5,794	\$4,870	\$10,541

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Maine, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Maine	20,245	148,190	245,320	\$6,067	\$12,433	\$10,503	\$21,795
ME-1	10,884	78,600	132,880	\$3,345	\$7,150	\$5,655	\$12,249
ME-2	9,361	69,590	112,440	\$2,722	\$5,283	\$4,849	\$9,546

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Maryland, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Maryland	73,864	559,530	926,780	\$21,771	\$48,405	\$37,596	\$84,934
MD-1	9,201	75,650	121,360	\$2,682	\$5,376	\$4,698	\$9,555
MD-2	9,690	73,140	127,220	\$2,763	\$6,564	\$4,787	\$11,436
MD-3	12,789	88,160	143,970	\$3,334	\$7,713	\$6,000	\$13,814
MD-4	7,491	56,030	89,770	\$2,185	\$4,088	\$3,724	\$7,407
MD-5	7,341	61,270	89,190	\$2,158	\$3,796	\$3,759	\$7,114
MD-6	9,208	70,890	109,300	\$2,723	\$5,462	\$4,796	\$9,690
MD-7	9,284	66,090	124,010	\$2,635	\$7,462	\$4,620	\$12,540
MD-8	8,860	68,310	121,950	\$3,291	\$7,945	\$5,211	\$13,377

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Massachusetts, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Massachusetts	87,887	696,850	1,178,460	\$31,651	\$78,232	\$48,230	\$123,872
MA-1	7,820	68,060	111,700	\$2,635	\$5,517	\$3,998	\$8,923
MA-2	8,133	67,600	119,410	\$2,759	\$6,614	\$4,227	\$10,608
MA-3	7,527	58,450	94,170	\$2,682	\$5,874	\$4,035	\$9,142
MA-4	10,687	88,700	143,640	\$3,775	\$8,486	\$5,817	\$13,537
MA-5	9,728	75,080	125,770	\$3,657	\$9,027	\$5,543	\$14,313
MA-6	11,431	80,790	137,110	\$3,539	\$8,523	\$5,492	\$13,802
MA-7	10,052	75,690	140,510	\$3,963	\$11,866	\$5,977	\$18,980
MA-8	12,330	96,540	178,190	\$4,841	\$15,564	\$7,412	\$23,903
MA-9	10,180	85,930	127,960	\$3,799	\$6,762	\$5,730	\$10,664

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Michigan, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Michigan	128,221	910,240	1,572,320	\$33,494	\$81,066	\$57,623	\$136,984
MI-1	10,831	76,540	122,570	\$2,649	\$5,079	\$4,789	\$9,231
MI-2	8,561	60,480	97,700	\$2,018	\$4,088	\$3,740	\$7,548
MI-3	11,542	74,610	146,300	\$2,674	\$7,645	\$4,890	\$12,728
MI-4	8,909	66,090	107,960	\$2,317	\$5,122	\$3,964	\$8,902
MI-5	8,974	67,330	111,550	\$2,235	\$5,158	\$3,947	\$9,257
MI-6	11,135	75,530	132,370	\$2,913	\$7,421	\$4,942	\$12,495
MI-7	9,699	67,890	116,360	\$2,437	\$5,617	\$4,249	\$10,065
MI-8	8,890	67,030	108,740	\$2,325	\$5,077	\$3,993	\$8,690
MI-9	8,695	62,310	92,720	\$2,294	\$4,151	\$3,992	\$7,504
MI-10	11,060	80,120	133,750	\$3,092	\$7,017	\$5,209	\$11,304
MI-11	14,071	93,160	169,860	\$3,882	\$10,640	\$6,440	\$17,210
MI-12	8,939	64,650	116,860	\$2,572	\$6,962	\$4,175	\$11,069
MI-13	6,915	54,510	115,580	\$2,086	\$7,089	\$3,293	\$10,981
MI-14	10,831	76,540	122,570	\$2,649	\$5,079	\$4,789	\$9,231

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Minnesota, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Minnesota	70,144	551,040	965,830	\$20,753	\$54,025	\$35,266	\$90,210
MN-1	8,048	70,570	120,830	\$2,399	\$5,794	\$4,116	\$9,859
MN-2	8,972	65,860	114,300	\$2,428	\$5,935	\$4,203	\$10,385
MN-3	14,373	91,440	165,130	\$3,908	\$11,485	\$6,878	\$18,921
MN-4	7,449	59,390	113,820	\$2,250	\$6,631	\$3,676	\$10,624
MN-5	9,808	76,040	148,760	\$3,253	\$10,608	\$5,231	\$16,627
MN-6	7,415	62,260	97,280	\$2,199	\$4,536	\$3,752	\$7,736
MN-7	6,322	58,910	101,960	\$1,961	\$4,471	\$3,393	\$7,968
MN-8	7,756	66,570	103,750	\$2,354	\$4,564	\$4,017	\$8,089

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Mississippi, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Mississippi	42,693	286,670	452,350	\$9,103	\$17,687	\$16,478	\$32,403
MS-1	11,528	75,760	125,300	\$2,368	\$4,842	\$4,315	\$8,673
MS-2	10,154	67,810	108,650	\$2,224	\$4,398	\$4,034	\$8,112
MS-3	12,067	79,410	123,730	\$2,573	\$4,939	\$4,664	\$8,916
MS-4	8,944	63,690	94,660	\$1,937	\$3,508	\$3,465	\$6,702

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Missouri, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Missouri	82,820	627,510	1,058,420	\$22,124	\$51,368	\$36,665	\$87,364
MO-1	15,387	97,150	188,440	\$3,735	\$11,772	\$6,572	\$19,622
MO-2	11,886	91,650	146,480	\$3,413	\$7,900	\$5,464	\$12,849
MO-3	9,536	75,170	119,090	\$2,465	\$4,951	\$4,177	\$8,747
MO-4	8,929	70,100	108,630	\$2,274	\$4,191	\$3,808	\$7,417
MO-5	9,161	71,800	132,710	\$2,720	\$7,512	\$4,383	\$12,533
MO-6	9,250	72,210	116,700	\$2,470	\$4,924	\$4,043	\$8,799
MO-7	10,494	82,850	140,460	\$2,984	\$6,250	\$4,744	\$10,477
MO-8	8,177	66,580	105,910	\$2,062	\$3,866	\$3,474	\$6,920

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Montana, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Montana	18,915	125,500	200,280	\$4,762	\$9,010	\$6,699	\$14,347
M1	9,298	59,060	94,720	\$2,417	\$4,387	\$3,380	\$6,859
MT-2	9,616	66,440	105,560	\$2,345	\$4,623	\$3,318	\$7,488

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Nebraska, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Nebraska	29,422	206,300	342,040	\$7,043	\$16,576	\$11,675	\$30,116
NE-1	8,670	61,620	100,020	\$2,051	\$4,479	\$3,427	\$8,001
NE-2	11,123	77,540	132,010	\$2,861	\$7,355	\$4,740	\$13,430
NE-3	9,628	67,140	110,010	\$2,132	\$4,742	\$3,508	\$8,685

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Nevada, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Nevada	41,217	345,340	587,320	\$14,928	\$30,972	\$25,527	\$54,641
NV-1	12,383	110,350	176,070	\$4,849	\$9,035	\$7,924	\$15,361
NV-2	10,267	80,330	146,720	\$3,231	\$7,881	\$6,063	\$14,412
NV-3	10,920	88,660	158,070	\$3,863	\$8,507	\$6,525	\$14,905
NV-4	7,647	66,000	106,450	\$2,984	\$5,549	\$5,014	\$9,962

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in New Hampshire, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
New Hampshire	20,016	162,930	260,270	\$7,756	\$15,757	\$11,151	\$24,608
NH-1	8,957	77,360	128,310	\$3,659	\$7,992	\$5,158	\$12,435
NH-2	11,059	85,570	131,950	\$4,097	\$7,765	\$5,993	\$12,173

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in New Jersey, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
New Jersey	122,294	839,180	1,467,260	\$38,598	\$92,889	\$61,774	\$150,434
NJ-1	9,237	70,570	116,250	\$2,982	\$6,304	\$4,684	\$10,130
NJ-2	10,174	78,000	126,620	\$3,342	\$6,444	\$5,131	\$10,537
NJ-3	12,819	84,170	147,390	\$3,825	\$8,894	\$6,395	\$14,600
NJ-4	10,580	77,750	126,790	\$3,533	\$6,640	\$5,495	\$11,102
NJ-5	11,355	75,040	129,000	\$3,798	\$8,642	\$5,948	\$13,760
NJ-6	11,088	68,170	121,360	\$3,047	\$7,692	\$5,338	\$12,942
NJ-7	10,485	77,460	130,480	\$3,632	\$8,865	\$5,694	\$14,373
NJ-8	7,930	51,710	97,570	\$2,249	\$6,930	\$3,556	\$10,952
NJ-9	11,909	70,940	124,340	\$3,258	\$7,551	\$5,480	\$12,557
NJ-10	7,566	47,910	83,600	\$2,196	\$5,406	\$3,572	\$9,042
NJ-11	11,479	79,160	148,640	\$4,108	\$11,327	\$6,379	\$17,652
NJ-12	7,671	58,280	115,200	\$2,628	\$8,196	\$4,102	\$12,785

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in New Mexico, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
New Mexico	23,125	188,730	284,640	\$6,985	\$12,391	\$10,991	\$21,851
NM-1	9,194	69,810	109,890	\$2,551	\$4,963	\$4,170	\$8,580
NM-2	6,205	53,890	80,150	\$2,135	\$3,553	\$3,227	\$6,229
NM-3	7,727	65,030	94,590	\$2,299	\$3,875	\$3,594	\$7,042

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in New York, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
New York	268,679	1,711,730	2,926,150	\$80,398	\$204,555	\$138,548	\$353,956
NY-1	12,744	83,270	132,740	\$3,927	\$7,811	\$6,908	\$13,428
NY-2	10,381	63,500	96,460	\$3,109	\$5,599	\$5,621	\$9,972
NY-3	14,056	76,340	133,700	\$3,665	\$8,133	\$6,700	\$14,140
NY-4	10,946	69,860	112,300	\$3,404	\$6,569	\$5,853	\$11,114
NY-5	4,681	32,510	59,010	\$1,345	\$2,932	\$2,181	\$4,854
NY-6	5,867	38,500	65,590	\$1,609	\$3,183	\$2,697	\$5,455
NY-7	9,750	52,560	100,100	\$2,309	\$5,127	\$4,158	\$9,127
NY-8	4,987	31,680	56,900	\$1,429	\$2,790	\$2,427	\$4,682
NY-9	4,848	28,930	56,180	\$1,323	\$2,809	\$2,329	\$4,843
NY-10	19,995	118,220	208,380	\$7,253	\$22,947	\$11,600	\$40,166
NY-11	6,652	41,060	72,000	\$1,820	\$3,590	\$3,170	\$6,302
NY-12	38,566	221,880	444,020	\$14,980	\$59,433	\$23,800	\$99,353
NY-13	4,578	32,550	54,690	\$1,926	\$4,152	\$2,816	\$7,720
NY-14	6,263	42,890	70,410	\$1,732	\$3,511	\$2,874	\$5,960
NY-15	4,154	29,070	50,050	\$1,159	\$2,492	\$1,933	\$4,133
NY-16	8,911	58,070	101,630	\$2,738	\$7,014	\$4,823	\$11,530
NY-17	10,117	60,750	105,180	\$2,877	\$6,443	\$5,249	\$11,128
NY-18	9,759	60,780	98,240	\$2,496	\$4,856	\$4,665	\$8,843
NY-19	10,138	67,530	106,900	\$2,504	\$4,872	\$4,699	\$9,019
NY-20	10,605	75,260	127,450	\$3,111	\$7,269	\$5,507	\$12,813
NY-21	9,992	68,230	104,470	\$2,521	\$4,753	\$4,714	\$8,942
NY-22	9,862	70,460	117,120	\$2,682	\$6,140	\$4,849	\$10,755
NY-23	10,667	75,380	109,840	\$2,766	\$5,101	\$5,062	\$9,154
NY-24	8,970	63,570	93,680	\$2,247	\$4,180	\$4,167	\$7,827
NY-25	10,478	72,950	125,520	\$2,736	\$6,586	\$4,933	\$11,421
NY-26	10,711	75,920	123,590	\$2,729	\$6,263	\$4,815	\$11,272

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in North Carolina, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
North Carolina	149,815	1,055,120	1,794,590	\$39,095	\$90,899	\$62,925	\$154,091
NC-1	8,306	62,290	100,460	\$1,983	\$4,030	\$3,294	\$7,702
NC-2	13,707	86,150	162,200	\$3,492	\$9,622	\$5,658	\$15,912
NC-3	11,252	84,820	127,790	\$2,817	\$5,115	\$4,502	\$8,813
NC-4	11,668	70,410	126,130	\$2,647	\$7,409	\$4,546	\$12,629
NC-5	11,064	74,300	123,850	\$2,585	\$5,713	\$4,393	\$10,086
NC-6	12,999	81,200	144,080	\$2,884	\$7,058	\$5,058	\$12,522
NC-7	10,825	85,060	135,940	\$2,880	\$5,641	\$4,575	\$10,060
NC-8	8,833	63,020	104,970	\$2,265	\$4,829	\$3,653	\$8,051
NC-9	8,876	67,490	105,250	\$2,157	\$4,323	\$3,450	\$7,403
NC-10	8,801	66,230	113,710	\$2,342	\$5,384	\$3,784	\$8,850
NC-11	11,483	83,400	138,870	\$2,976	\$5,909	\$4,785	\$10,062
NC-12	8,466	62,680	109,900	\$2,915	\$6,966	\$4,335	\$10,896
NC-13	8,338	61,730	98,460	\$2,292	\$4,728	\$3,601	\$8,118
NC-14	15,196	106,350	202,990	\$4,861	\$14,172	\$7,290	\$22,988

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in North Dakota, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
North Dakota	12,377	86,200	135,700	\$3,054	\$6,495	\$5,018	\$11,160
ND-1 (At-Large)	12,377	86,200	135,700	\$3,054	\$6,495	\$5,018	\$11,160

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Ohio, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Ohio	150,769	1,143,480	1,980,210	\$42,084	\$99,424	\$74,229	\$176,435
OH-1	12,568	91,440	178,640	\$3,335	\$10,765	\$5,817	\$18,704
OH-2	8,595	63,880	102,820	\$2,120	\$4,547	\$3,965	\$8,316
OH-3	11,000	81,530	146,820	\$3,398	\$8,475	\$5,776	\$14,730
OH-4	9,183	76,130	131,430	\$2,663	\$6,281	\$4,634	\$11,090
OH-5	8,245	71,250	121,860	\$2,312	\$5,265	\$4,133	\$9,587
OH-6	7,871	68,910	109,180	\$2,344	\$4,535	\$4,108	\$8,442
OH-7	10,028	77,490	135,520	\$3,152	\$7,437	\$5,295	\$12,726
OH-8	11,689	78,780	125,320	\$2,975	\$6,254	\$5,543	\$11,495
OH-9	9,175	79,960	135,280	\$2,897	\$6,414	\$4,991	\$11,542
OH-10	10,221	76,570	126,670	\$2,586	\$5,961	\$4,621	\$10,511
OH-11	8,935	69,230	137,520	\$2,681	\$8,143	\$4,476	\$14,214
OH-12	7,241	62,410	111,510	\$2,249	\$5,227	\$3,799	\$8,930
OH-13	12,167	86,100	148,460	\$3,557	\$7,574	\$6,119	\$13,130
OH-14	10,164	75,620	121,450	\$2,625	\$5,181	\$4,872	\$9,510
OH-15	13,688	84,180	147,740	\$3,189	\$7,366	\$6,080	\$13,509
OH-16	12,568	91,440	178,640	\$3,335	\$10,765	\$5,817	\$18,704

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Oklahoma, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Oklahoma	57,338	388,690	643,960	\$13,915	\$29,383	\$22,774	\$49,544
OK-1	13,040	84,570	149,000	\$3,229	\$7,819	\$5,267	\$12,896
OK-2	8,277	64,080	104,470	\$2,097	\$4,048	\$3,436	\$7,169
OK-3	10,823	75,090	121,090	\$2,486	\$4,970	\$4,118	\$8,697
OK-4	11,002	77,760	119,560	\$2,704	\$4,791	\$4,379	\$8,185
OK-5	14,195	87,190	149,850	\$3,398	\$7,755	\$5,574	\$12,597

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Oregon, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Oregon	56,138	427,300	723,660	\$18,114	\$39,832	\$27,556	\$63,870
OR-1	12,517	87,990	154,950	\$3,755	\$9,874	\$5,917	\$16,024
OR-2	9,971	76,510	126,750	\$3,173	\$6,194	\$4,780	\$10,077
OR-3	10,046	74,550	123,940	\$3,500	\$7,219	\$5,307	\$11,506
OR-4	8,393	67,100	109,800	\$2,632	\$5,268	\$3,941	\$8,557
OR-5	7,801	65,400	111,090	\$2,799	\$5,932	\$4,127	\$9,269

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Pennsylvania, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Pennsylvania	165,085	1,175,950	2,071,060	\$44,113	\$115,267	\$74,498	\$188,527
PA-1	11,658	72,150	129,700	\$2,835	\$7,315	\$5,214	\$12,561
PA-2	7,300	57,090	94,390	\$2,293	\$5,862	\$3,603	\$9,226
PA-3	5,570	47,480	102,720	\$1,910	\$8,840	\$2,816	\$12,739
PA-4	13,647	85,280	160,390	\$3,476	\$9,908	\$6,085	\$17,220
PA-5	9,063	67,200	126,720	\$2,773	\$7,849	\$4,535	\$12,900
PA-6	12,027	67,410	119,780	\$3,663	\$8,599	\$5,975	\$13,469
PA-7	9,929	67,880	126,480	\$2,433	\$6,874	\$4,251	\$11,008
PA-8	11,053	73,260	126,740	\$2,446	\$5,594	\$4,490	\$9,559
PA-9	7,456	58,070	102,340	\$1,904	\$4,721	\$3,277	\$7,877
PA-10	10,487	73,600	140,310	\$2,519	\$7,453	\$4,413	\$11,997
PA-11	10,151	71,420	123,670	\$2,742	\$6,406	\$4,496	\$10,310
PA-12	11,124	84,290	150,530	\$3,186	\$8,998	\$5,152	\$14,462
PA-13	7,801	62,900	105,550	\$1,994	\$4,515	\$3,390	\$7,561
PA-14	8,272	66,590	106,030	\$2,277	\$5,071	\$3,796	\$8,704
PA-15	9,289	70,460	111,570	\$2,264	\$4,648	\$3,896	\$8,144
PA-16	8,993	69,640	114,130	\$2,276	\$5,129	\$3,873	\$8,682
PA-17	11,263	81,240	130,020	\$3,121	\$7,484	\$5,237	\$12,108
PA-18	11,658	72,150	129,700	\$2,835	\$7,315	\$5,214	\$12,561

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Rhode Island, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Rhode Island	13,869	104,560	173,220	\$4,559	\$9,501	\$7,123	\$15,515
RI-1	6,001	45,000	78,160	\$1,891	\$4,375	\$2,957	\$7,083
RI-2	7,868	59,570	95,060	\$2,668	\$5,126	\$4,166	\$8,430

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in South Carolina, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
South Carolina	75,669	535,820	867,420	\$18,924	\$39,519	\$32,334	\$69,156
SC-1	9,465	70,800	114,760	\$2,722	\$5,520	\$4,353	\$9,617
SC-2	10,287	70,850	114,870	\$2,420	\$5,087	\$4,283	\$9,171
SC-3	8,235	61,830	96,610	\$1,974	\$3,833	\$3,451	\$7,005
SC-4	12,707	81,880	145,120	\$2,945	\$7,203	\$5,216	\$12,227
SC-5	8,457	59,700	100,690	\$1,991	\$4,779	\$3,523	\$8,304
SC-6	14,857	103,040	161,270	\$3,798	\$7,538	\$6,416	\$12,998
SC-7	11,662	87,730	134,100	\$3,075	\$5,558	\$5,093	\$9,834

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in South Dakota, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
South Dakota	14,962	102,740	166,250	\$3,494	\$8,023	\$6,257	\$14,108
SD-1 (At-Large)	14,962	102,740	166,250	\$3,494	\$8,023	\$6,257	\$14,108

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Tennessee, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Tennessee	104,364	725,950	1,248,490	\$30,489	\$69,744	\$52,720	\$117,884
TN-1	11,608	90,940	141,980	\$3,605	\$6,592	\$5,949	\$11,261
TN-2	14,530	88,140	148,750	\$3,858	\$8,332	\$6,957	\$14,289
TN-3	10,171	80,150	140,540	\$2,966	\$7,179	\$5,191	\$12,514
TN-4	9,211	63,720	105,970	\$2,338	\$4,830	\$4,267	\$8,979
TN-5	9,038	63,000	111,640	\$2,996	\$7,587	\$4,928	\$11,958
TN-6	11,709	81,420	135,390	\$3,404	\$7,368	\$5,847	\$12,365
TN-7	13,895	103,530	189,210	\$4,696	\$12,943	\$7,679	\$20,443
TN-8	11,501	78,780	126,880	\$3,187	\$6,111	\$5,644	\$10,799
TN-9	12,701	76,260	148,140	\$3,439	\$8,802	\$6,257	\$15,278

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Texas, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Texas	444,985	3,020,100	5,275,780	\$117,444	\$279,352	\$199,717	\$482,855
TX-1	10,318	77,210	136,260	\$2,978	\$6,237	\$4,967	\$10,714
TX-2	10,163	78,650	125,900	\$3,009	\$6,554	\$4,862	\$11,185
TX-3	11,050	75,870	125,110	\$3,158	\$6,946	\$5,228	\$11,844
TX-4	12,567	86,110	148,580	\$3,275	\$7,578	\$5,634	\$13,064
TX-5	6,172	46,510	76,730	\$1,892	\$3,793	\$3,104	\$6,789
TX-6	15,279	82,610	145,720	\$3,107	\$7,597	\$5,834	\$13,623
TX-7	14,672	104,720	204,200	\$3,996	\$13,136	\$6,353	\$21,319
TX-8	6,326	44,890	70,210	\$1,693	\$3,330	\$2,881	\$6,076
TX-9	8,740	58,310	104,510	\$2,338	\$5,593	\$3,961	\$9,492
TX-10	13,216	87,050	148,180	\$3,289	\$7,081	\$5,735	\$12,710
TX-11	9,039	73,160	118,730	\$2,861	\$5,952	\$4,746	\$10,903
TX-12	10,391	77,300	131,670	\$2,980	\$6,355	\$4,906	\$10,774
TX-13	10,581	79,350	133,530	\$2,814	\$6,357	\$4,777	\$11,098
TX-14	9,160	73,420	112,510	\$2,551	\$4,790	\$4,296	\$9,906
TX-15	9,645	71,500	114,620	\$2,482	\$4,361	\$4,205	\$7,470
TX-16	12,252	80,370	128,920	\$2,714	\$5,186	\$4,822	\$9,269
TX-17	11,223	73,350	124,170	\$2,581	\$5,493	\$4,610	\$10,237
TX-18	12,288	82,520	165,850	\$3,271	\$11,046	\$5,471	\$18,686
TX-19	10,833	81,790	138,980	\$2,970	\$6,228	\$4,992	\$11,059
TX-20	12,958	80,950	129,660	\$3,191	\$6,403	\$5,564	\$11,278
TX-21	12,499	84,130	158,390	\$3,242	\$7,754	\$5,492	\$13,353
TX-22	8,938	67,160	107,700	\$2,490	\$4,677	\$4,103	\$8,365
TX-23	12,362	84,190	136,870	\$3,083	\$6,216	\$5,393	\$11,342
TX-24	23,145	137,390	266,750	\$5,828	\$17,078	\$9,913	\$27,828
TX-25	12,274	82,050	132,230	\$3,070	\$5,960	\$5,296	\$10,760

(continued next page)

The Economic Contribution of the Retail Industry in Texas, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
TX-26	11,454	78,130	146,460	\$2,969	\$7,681	\$4,905	\$12,678
TX-27	10,995	84,170	136,360	\$2,982	\$5,867	\$5,092	\$10,902
TX-28	8,519	65,830	110,580	\$2,293	\$4,523	\$3,889	\$8,086
TX-29	7,319	55,360	98,060	\$2,388	\$5,632	\$3,908	\$9,753
TX-30	11,809	77,460	163,430	\$3,548	\$11,380	\$5,864	\$19,051
TX-31	7,870	59,540	100,850	\$2,301	\$4,816	\$3,838	\$8,360
TX-32	15,778	92,840	169,720	\$4,195	\$11,562	\$7,113	\$19,236
TX-33	17,042	79,090	172,140	\$3,346	\$11,036	\$6,523	\$18,971
TX-34	8,488	69,170	112,750	\$2,294	\$4,217	\$3,886	\$7,254
TX-35	11,134	73,980	134,670	\$3,047	\$7,190	\$5,135	\$12,436
TX-36	10,382	81,740	132,300	\$3,069	\$6,786	\$5,046	\$12,106
TX-37	21,852	123,290	226,030	\$5,771	\$15,641	\$10,098	\$26,192
TX-38	16,251	108,930	186,470	\$4,376	\$11,321	\$7,275	\$18,682

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Utah, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Utah	50,256	356,340	621,910	\$14,474	\$31,551	\$25,383	\$56,776
UT-1	10,792	88,340	152,280	\$3,207	\$7,000	\$5,630	\$12,785
UT-2	11,578	93,840	176,770	\$3,871	\$9,377	\$6,725	\$16,721
UT-3	15,910	96,720	158,820	\$3,951	\$7,688	\$6,984	\$13,817
UT-4	11,976	77,440	134,040	\$3,445	\$7,485	\$6,044	\$13,453

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Vermont, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Vermont	10,302	66,350	108,740	\$2,669	\$5,356	\$4,474	\$9,187
VT-1 (At-Large)	10,302	66,350	108,740	\$2,669	\$5,356	\$4,474	\$9,187

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Virginia, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Virginia	118,356	835,530	1,384,460	\$30,494	\$72,121	\$53,811	\$128,100
VA-1	9,265	68,860	112,560	\$2,422	\$5,658	\$4,302	\$9,840
VA-2	10,989	78,420	123,750	\$2,518	\$5,066	\$4,476	\$9,362
VA-3	10,413	79,730	129,380	\$2,632	\$5,937	\$4,714	\$10,701
VA-4	10,957	78,270	139,120	\$2,820	\$7,803	\$4,932	\$14,803
VA-5	15,413	87,680	140,010	\$2,823	\$6,145	\$5,748	\$11,927
VA-6	12,623	81,190	138,660	\$2,713	\$6,247	\$5,195	\$11,465
VA-7	7,263	58,720	90,390	\$2,121	\$3,868	\$3,658	\$7,164
VA-8	9,453	77,150	128,840	\$3,707	\$9,730	\$5,616	\$15,807
VA-9	9,561	71,570	110,480	\$2,240	\$4,183	\$4,237	\$8,034
VA-10	11,007	80,100	131,930	\$3,122	\$6,795	\$5,258	\$11,822
VA-11	11,413	73,840	139,350	\$3,378	\$10,688	\$5,674	\$17,175

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Washington, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Washington	86,467	689,650	1,169,170	\$32,048	\$76,751	\$65,146	\$145,436
WA-1	7,534	61,690	102,420	\$3,102	\$7,704	\$6,227	\$15,168
WA-2	8,547	69,250	110,300	\$2,968	\$5,619	\$6,305	\$11,583
WA-3	7,119	57,780	97,230	\$2,284	\$4,911	\$5,064	\$9,918
WA-4	5,092	49,320	87,650	\$1,759	\$4,162	\$4,399	\$8,875
WA-5	8,472	69,080	123,350	\$2,737	\$6,214	\$6,051	\$12,235
WA-6	7,737	66,150	107,400	\$2,540	\$5,344	\$5,820	\$10,610
WA-7	14,337	101,540	181,750	\$5,828	\$18,077	\$9,628	\$31,021
WA-8	7,107	60,110	94,150	\$2,863	\$5,837	\$5,757	\$11,596
WA-9	12,667	90,690	163,840	\$5,291	\$13,569	\$9,876	\$23,804
WA-10	7,855	64,030	101,100	\$2,677	\$5,316	\$6,018	\$10,626

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in West Virginia, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
West Virginia	21,815	152,470	231,850	\$4,850	\$9,714	\$8,886	\$17,890
WV-1	9,849	74,190	112,160	\$2,444	\$4,854	\$4,371	\$8,804
WV-2	11,966	78,280	119,690	\$2,406	\$4,860	\$4,514	\$9,086

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Wisconsin, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Wisconsin	73,103	592,140	1,006,760	\$21,030	\$50,045	\$35,111	\$84,797
WI-1	10,514	75,970	118,880	\$2,553	\$5,356	\$4,498	\$9,181
WI-2	13,609	87,280	151,390	\$3,651	\$8,648	\$6,209	\$15,124
WI-3	8,085	72,010	121,280	\$2,298	\$5,363	\$3,838	\$9,235
WI-4	6,407	57,150	109,500	\$2,117	\$6,429	\$3,363	\$10,334
WI-5	9,641	81,360	141,230	\$3,140	\$7,462	\$5,053	\$12,265
WI-6	8,808	77,090	125,380	\$2,652	\$5,870	\$4,331	\$9,872
WI-7	8,425	70,450	116,090	\$2,262	\$4,926	\$3,914	\$8,658
WI-8	7,614	70,840	122,990	\$2,357	\$5,990	\$3,905	\$10,128

Source: PwC calculations using the IMPLAN modeling system (2022 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 contribution includes direct, indirect, and induced contributions. Direct contributions are those occurring directly within the retail industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the retail industry. Induced contributions are those arising from household spending of income earned from the retail industry or its supply chain.

The Economic Contribution of the Retail Industry in Wyoming, 2022

State / Congressional District	Number of Retail Establishments ⁽¹⁾	Employment (Jobs) ⁽²⁾		Labor Income (\$ Million) ⁽³⁾		GDP (\$ Million)	
		Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾	Direct	Total ⁽⁴⁾
Wyoming	10,197	63,640	96,630	\$2,137	\$4,065	\$3,735	\$7,515
WY-1 (At-Large)	10,197	63,640	96,630	\$2,137	\$4,065	\$3,735	\$7,515

Source: PwC calculations using the IMPLAN modeling system (2022 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.

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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 contribution. It then describes the development of the indirect and induced economic contribution estimates.

I. Data Sources

PwC developed its estimates of the US retail industry's economic contributions 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. This BEA data source for employment data is also referred to as the SAEMP25 series. BEA produces this information by compiling information collected by other organizations, both governmental and private. Industry classifications are based on 2017 NAICS codes. The data set includes both full-time and part-time paid employment and self-employed individuals. At the time of this study, the latest annual data from this source pertain to employment, labor income, and GDP in 2022.
- *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 for the 2022 data are based on the 2022 NAICS codes. At the time of this study, the latest annual data from this source pertain to 2022 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 2017 NAICS codes. At the time of this study, the latest annual data from this source pertain to 2020.
- *Zip Codes Business Patterns (“ZBP”)* – Released annually by the US Census Bureau, ZBP provides counts of establishments by employment-size class (e.g., fewer than 5 employees, 5 to 10, etc.) at the 6-digit NAICS level. At the time of this study, the latest data from this source pertain to 2021.
- *Congressional Districts* – This data set, procured from *GreatData* (www.greatdata.com), maps zip codes to their corresponding state and congressional district. Data from this source pertain to the congressional districts at the beginning of the 118th Congress (reflecting the 2020 Census redistricting).

- *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. At the time of this study, the latest data from this source pertain to business capital spending in 2021.

II. Estimates of Direct Economic Contribution

PwC has estimated the US retail industry’s direct economic contributions 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 to develop our estimates of the direct economic contribution of the US retail industry.

Retail employment, labor income (including wages and salaries and benefits as well as proprietors’ income), and GDP by subsector at the national level in 2022 were obtained from the BEA’s *Regional Economic Accounts* database. At the state level, BEA released these data for retail trade as a whole and selected retail trade subsectors. PwC employed a two-stage "raking" process to estimate the state-level employment, labor income, and GDP for the undisclosed retail trade subsectors. The raking process uses information from known sectors within a state and across states to impute information for the sectors with suppressed data.⁷

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

The IMPLAN congressional district 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 2022.⁸ State-level establishment counts were then allocated across the congressional districts in a given state using data from the ZBP.

⁷ Oh, H.L. and Scheuren, F. (1987). Modified Raking Ratio Estimation. *Survey Methodology*, vol. 13, no. 2, pp. 209-219.

⁸ 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 2.5 million nonemployers in the retail industry (including food services and drinking places) in 2020, 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 2020 edition of *Nonemployer Statistics* and adjusted the data to 2022. 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 Contributions

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 contributions 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 contribution 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 contributions 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.⁹

⁹ Because the IMPLAN models are used for total contribution analysis (as opposed to marginal impact analysis) in this study, necessary adjustments are made to the initial indirect and induced contribution 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 contribution in terms of employment, labor income, and GDP.

IMPLAN state models capture only the indirect and induced effects within a state, so the indirect and induced effects crossing state borders ("cross-state spillover effects") are not reported. 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 the cross-district spillover effects.

Estimating the Dividend Effect

PwC obtained data on common stock dividend payments by publicly traded companies in the US retail industry.¹⁰ Dividend payments were allocated among (1) US households, (2) foreign shareholders, (3) retirement plans, (4) governments, and (5) other businesses using data from the Federal Reserve Board's *Financial Accounts of the United States*.

For the purpose of estimating the economic effects of the industry dividend payout, only dividends paid by publicly traded companies in the retail industry to US households and retirement plans are considered. Dividends paid to US households were allocated by income group and across the 50 states and the District of Columbia using tax return data published by the Internal Revenue Service (IRS)'s Statistics of Income Division.

Dividends paid to pension plans and other retirement accounts were allocated across income groups based on data on retirement assets by income quintile obtained from the 2022 *Survey of Consumer Finances*, conducted by the Federal Reserve. The data were then allocated across the 50 states and the District of Columbia using data on the distribution of assets in 401(k) and thrift savings accounts from the *Survey of Income and Program Participation* conducted by the US Census Bureau. These data were combined with the data on dividends paid directly to US households by publicly traded companies in the retail industry to derive our estimates of total dividends paid by publicly traded companies in the industry to residents in each state.

To quantify the economic effects resulting from these dividend payments, PwC first converted them into additional household consumption expenditures. For dividends paid directly to households, after-tax dividend income was estimated by income class based on average tax rates on dividend income. The additional consumption from dividends paid directly to households was estimated using published estimates of the marginal propensity to consume out of after-tax dividend income.¹¹ Similarly, the

¹⁰ The measure of dividends used includes cash dividends from all classes of common stock out of income from US operations by publicly traded US corporations in the retail industry. It also includes dividends paid to US shareholders out of income from US operations by foreign corporations in the industry. It does not include the dollar value of stock dividends or dividends paid or accrued on preferred stock.

¹¹ The marginal propensity to consume out of dividend income is a measure of the additional consumption resulting from the last dollar of dividend income earned. The MPCs used for this study were based on Malcolm Baker, Stefan Nagel, and Jeffrey Wurgler, "The Effects of Dividends on Consumption" *Brookings Papers on Economic Activity*, 2007, pgs. 213-291. Using two micro data sets the authors estimated pre-tax MPCs ranging from 0.25 to 0.77. Using the authors'

additional consumption resulting from dividends paid to retirement accounts was estimated based on published estimates of the marginal propensity to consume out of wealth.¹² This estimate is done at the national and state level.

At the congressional district level, PwC obtained data on qualified dividends by zip code from the IRS. These zip code level data are then mapped to each congressional district. The state-level estimates on the additional consumption from after-tax dividends are allocated to each congressional district based on the distribution of qualified dividends at the district level.

Estimating the Capital Investment Effect

PwC quantified the economic contribution of the industry's capital investment based on its capital expenditure data reported in the ACES from the US Census Bureau. For the contribution 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.

midpoint estimate of 0.4, PwC estimated the after-tax MPC for each income group as the pre-tax MPC divided by one minus the marginal effective tax rate on dividend income.

¹² A review of the literature suggests that each additional dollar of financial wealth increases consumption between two and six cents. To be conservative we have assumed an MPC out of wealth of 0.028 for all income groups (based on Gabriel Chodorow-Reich, Plamen T. Nenov, and Alp Simsek, "Stock Market Wealth and the Real Economy: A Local Labor Market Approach," working paper, June 7, 2019).



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