

Economic Contribution of the US Consumer Packaged Goods Industry

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Table of Contents

Executive Summary	E-1
I. Introduction	1
II. Definition of the US Consumer Packaged Goods Industry	2
III. Economic Contribution of the US Consumer Packaged Goods Industry	4
A. National Results	4
B. State Results	8
C. Congressional District Results	16
Appendix A: Direct Contribution by Detailed Sector	A-1
Appendix B: Detailed Results by State	B-1
Appendix C: Detailed Results by Congressional District	C-1
Appendix D: Methodology	D-1

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Economic Contribution of the US Consumer Packaged Goods Industry

Executive Summary

This report explores the contribution of the Consumer Packaged Goods (CPG) industry in the United States. The largest job provider in US manufacturing,¹ the CPG industry is comprised of manufacturers of food, beverages, tobacco products, and household and personal care products. The industry purchases intermediate inputs from other sectors of the economy and transforms them for final consumption. The employees of the industry and its supply chain spend incomes earned in this production throughout the economy. The industry also supports the economy through its capital investment and its downstream distribution channel involved in transporting, warehousing, and retailing of consumer packaged goods. The overall economic contribution of the industry includes these separate components.

The Consumer Brands Association engaged PwC to provide a report that estimates the economic contribution of the CPG industry at the US national, state, and Congressional District levels for 2017, the latest year for which historical data are currently available.

The report finds that in 2017 the CPG industry *directly* provided 2.3 million jobs and generated \$361.3 billion of value added (i.e., contribution to gross domestic product), and \$151.0 billion in labor income in the United States. Including *indirect* and *induced* effects from both operational and capital spending and the industry's *downstream* effect, the CPG industry supported 20.4 million jobs and contributed \$2.0 trillion of value added and \$1.1 trillion of labor income in 2017. In other words, each job in the CPG industry supports an average of 7.7 additional jobs across the rest of the US economy (for a multiplier of 8.7). Labor income and value added multipliers for the industry are 7.3 and 5.4, respectively (see **Table E-1**, below).

Overall employment directly and indirectly attributable to the CPG industry represented 10.4 percent of total US employment in 2017. The industry's direct and indirect labor income represented a slightly smaller share of the US total, at 9.3 percent, and the industry's total GDP contribution as a share of national GDP was 10.0 percent.

Table E-1. Economic Activity Directly and Indirectly Attributable to the US CPG Industry, 2017

Item	Direct National Contribution	Percent of US Economy	Total National Contribution	Percent of US Economy	Total / Direct ("Multiplier") ^c
Employment (thousands of jobs)^a	2,336	1.2%	20,424	10.4%	8.7
Labor Income (\$billions)^b	\$151.0	1.3%	\$1,107.9	9.3%	7.3
Value Added (\$billions)	\$361.3	1.9%	\$1,957.4	10.0%	5.4

Source: PwC calculations using the IMPLAN modeling system (2017 database).

^a Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

^b Labor income is defined as wages and salaries and benefits as well as proprietors' income.

^c Economic multiplier represents the overall contribution (including direct, indirect, induced and downstream contributions) relative to the direct contribution.

¹ Measured at the 3-digit NAICS code level.

Figure E-1. Share of Employment Directly and Indirectly Supported by the CPG Industry, 2017



These results were calculated using the IMPLAN model, an input-output model based on government data.

Economic Contribution of the US Consumer Packaged Goods Industry

I. Introduction

This report explores the contribution of the US Consumer Packaged Goods (CPG) industry in the United States. The largest job provider in US manufacturing,² the CPG industry is comprised of manufacturers of food, beverages, tobacco products, and household and personal care products. The industry purchases intermediate inputs from other sectors of the economy and transforms them for final consumption. The employees of the industry and its supply chain spend incomes earned in this production throughout the economy. The industry also supports the economy through its capital investment and its downstream distribution channel involved in transporting, warehousing, and retailing of consumer packaged goods. The overall economic contribution of the industry includes these separate components.

The Consumer Brands Association engaged PwC to provide a report that estimates the contribution of the CPG industry at the US national, state, and Congressional District levels for 2017, the latest year for which historical data are currently available. The report relies on a well-established methodology based on government data. Specifically, the economic contribution is measured in terms of employment, value added (i.e., contribution to GDP), and labor income. For each measure, the direct, indirect, induced, and downstream contributions of the industry are calculated.

- **Direct contribution** includes activities directly attributable to the CPG industry, such as the employees and output of CPG companies.
- **Indirect contribution** includes activities of the upstream supply chain to CPG companies related to their operating and capital expenditures, including contractors and other companies providing intermediate inputs to CPG companies and their immediate suppliers.³
- **Induced contribution** reflects consumption spending by employees of CPG companies and their suppliers. Employees throughout the CPG industry's supply chain receive incomes associated with the direct and indirect activities, a portion of which will be consumed. This consumption causes additional economic activity attributable to the CPG industry.
- **Downstream contribution** reflects activities of the downstream distribution channel involved in transporting, warehousing, and retailing consumer packaged goods to final consumers.

The next section defines the CPG industry. The third section presents the economic contribution estimates. Detailed results by sector, by state and by Congressional District and an overview of the methodology are provided in the appendices.

² Measured at the 3-digit NAICS code level.

³ Operating expenditures are the costs on non-capital inputs (such as materials, rent, and utilities) for a company to run its business operations on a daily basis. Capital expenditures are the amounts that companies use to purchase major physical goods or services that will be used for more than one year.

II. Definition of the US Consumer Packaged Goods Industry

For purposes of analyzing the economic contribution of the US CPG industry, this study considers the economic activities of the following manufacturers:

- (1) Manufacturers of alcoholic and non-alcoholic beverages;
- (2) Manufacturers of tobacco products;
- (3) Companies that transform livestock and agricultural products into products for intermediate and final consumption; and
- (4) Companies that manufacture over-the-counter (OTC) drugs, household paper products, soaps, and toilet preparations.

Table 1, below, summarizes the sector composition of the CPG industry.

Table 1. Industry Definition

Detailed Sector	NAICS Code	IMPLAN Code
Beverage manufacturing	3121	106-110
Tobacco product manufacturing	3122	111
Flour milling	311211	67
Rice milling	311212	68
Malt manufacturing	311213	69
Wet corn milling	311221	70
Soybean and other oilseed processing	311224	71
Fats and oils refining and blending	311225	72
Breakfast cereal manufacturing	311230	73
Beet sugar manufacturing	311313	74
Sugar cane mills and refining	311314	75
Non-chocolate confectionery manufacturing	311340	76
Chocolate and confectionery manufacturing from cacao beans	311351	77
Confectionery manufacturing from purchased chocolate	311352	78
Frozen fruits, juices and vegetables manufacturing	311411	79
Frozen specialties manufacturing	311412	80
Canned fruits and vegetables manufacturing	311421	81
Canned specialties	311422	82
Dehydrated food products manufacturing	311423	83
Fluid milk manufacturing	311511	84
Creamery butter manufacturing	311512	85
Cheese manufacturing	311513	86
Dry, condensed, and evaporated dairy product manufacturing	311514	87
Ice cream and frozen dessert manufacturing	311520	88
Animal, except poultry, slaughtering	311611	89
Meat processed from carcasses	311612	90
Rendering and meat byproduct processing	311613	91
Poultry processing	311615	92
Seafood product preparation and packaging	3117	93
Bread and bakery product manufacturing	311811-2	94
Frozen cakes and other pastries manufacturing	311813	95
Cookie, cracker, and pasta manufacturing	311821	96
Dry pasta, mixes, and dough manufacturing	311824	97
Tortilla manufacturing	31183	98
Roasted nuts and peanut butter manufacturing	311911	99
Other snack food manufacturing	311919	100
Coffee and tea manufacturing	31192	101
Flavoring syrup and concentrate manufacturing	31193	102
Mayonnaise, dressing, and sauce manufacturing	311941	103
Spice and extract manufacturing	311942	104
All other food manufacturing	31199	105
Dog and cat food manufacturing	311111	65
Other animal food manufacturing	311119	66
Sanitary paper product manufacturing	322291	152
All other converted paper product manufacturing	322299	153
Medicinal and botanical manufacturing (OTC)	325411	173
Pharmaceutical preparation manufacturing (OTC)	325412	174
In-vitro diagnostic substance manufacturing (OTC)	325413	175
Biological product (except diagnostic) manufacturing (OTC)	325414	176
Soap and other detergent manufacturing	325611	179
Polish and other sanitation good manufacturing	325612	180
Surface active agent manufacturing	325613	181
Toilet preparation manufacturing	32562	182

III. Economic Contribution of the US Consumer Packaged Goods Industry

The total economic contribution of the CPG industry includes the industry's own employment and output (**direct contribution**) and its impact on other parts of the economy through its **indirect**, **induced**, and **downstream** contributions. For example, production in the CPG industry creates demand for supplies from industries as varied as farmers growing agricultural inputs and paper manufacturers supplying cardboard boxes. These **indirect effects** go beyond the immediate suppliers to the CPG industry. For example, the farmer who produces more grain increases his purchases of fertilizer and other farm supplies. Similarly, the box manufacturer increases purchases of intermediate inputs and capital goods from its suppliers. Although the CPG industry does not directly purchase fertilizer or wood pulp, its suppliers do -- as a result, the economic contribution of the CPG industry encompasses purchases through its entire supply chain.

In addition to the supply chain impacts described above, there are consumption impacts on other sectors of the economy. The CPG industry also creates demand for labor, both directly within the industry and throughout its supply chain. Employees receive incomes, leading to consumption by households (**induced contribution**). All the industries that sell goods to households and the supply chains of those industries are affected.

When packaged goods are sold to final consumers, this generates margins for businesses involved in transporting, warehousing, and retailing these products, referred to as **downstream contributions**. The margins generated at the distribution channel represent the output of the distribution channel that is attributable to the distribution of consumer packaged goods. In distributing packaged goods to final consumers, downstream retailers incur additional non-merchandise supplier expenditure, such as payments for utilities and rent. This spending, therefore, generates an additional economic contribution beyond the distribution channel.

As this description illustrates, the CPG industry has a "ripple effect" that reverberates throughout the economy. Economists have built models to measure these impacts, and they are summarized in economic multipliers. Employment multipliers measure how many jobs in total would be gained for each job in the CPG industry. Similar multipliers exist for labor income and value added.

To quantify these linkages, we rely on the IMPLAN model, an input-output (I-O) model based on government data. The overall contribution of the CPG industry is the sum of its **direct**, **indirect**, **induced**, and **downstream contributions**.

A. National Results

The economic activity of the industry can be measured using three separate metrics: employment, labor income, and value added, as defined below.

- **Employment:** The number of payroll and self-employed jobs (including part-time jobs), averaged over the year.
- **Labor income:** The wages, salaries and benefits paid to employees and proprietors' income for the self-employed.

- **Value added:** The total output of each sector less the associated value of intermediate inputs. The sum of the value added across all sectors in the economy is GDP.⁴ An industry's value added represents its contribution to GDP.

As presented in **Table 2**, below, the CPG industry directly generated 2.3 million jobs in 2017, paying labor income of \$151.0 billion or \$64,700 per job, and adding \$361.3 billion to the nation's GDP (see **Appendix A** for the CPG industry's direct contribution by detailed sector). The industry also had \$1.3 trillion in output (or sales) in 2017.

Table 2. Direct Economic Activity of the US CPG Industry, 2017

Description	Employment ^a (thousands of jobs)	Labor Income ^b		Value Added	
		Total (\$Billion)	Per Worker (\$Thousand)	Total (\$Billion)	Per Worker (\$Thousand)
Total	2,336	\$151.0	\$64.7	\$361.3	\$154.7
Share of National Total	1.2%	1.3%		1.9%	
Share of US Manufacturing	17.8%	13.8%		16.9%	
US Economy	196,132	\$11,897	\$60.7	\$19,485	\$99.3

Source: PwC calculations using the IMPLAN modeling system (2017 database).

^a Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

^b Labor income is defined as wages and salaries and benefits as well as proprietors' income.

Relative to the entire US economy, the CPG industry was directly responsible for 1.2 percent of the national employment, 1.3 percent of the national labor income, and 1.9 percent of the national GDP. Relative to the US manufacturing sector, the CPG industry was directly responsible for 17.8 percent of US manufacturing employment, 13.8 percent of US manufacturing labor income, and 16.9 percent of US manufacturing GDP.

Value added represents the new value generated by businesses in the economy. Value added includes the labor income earned by workers, profits earned by companies, and taxes paid to the government. Across the entire CPG industry, direct value added per job averages \$154,700. By comparison, across the entire US economy the average value added per job was approximately \$99,300 in the same year. The average labor income directly earned per job in the CPG industry was approximately \$64,700 in 2017, compared to \$60,700 across the entire US economy.

Tables 3 and **4**, below, present the overall economic contribution of the CPG industry in the United States, including direct, indirect, induced, and downstream contributions. The overall level of economic activity directly and indirectly attributable to the industry supported 20.4 million jobs, or 10.4 percent of total US employment. Overall labor income amounted to \$1.1 trillion (9.3 percent of the US total) and value added to \$2.0 trillion (10.0 percent of the US total). Each job in the CPG industry supports an average of 7.7 additional jobs across the rest of the US economy (for a multiplier of 8.7). Labor income and value added multipliers for the industry are 7.3 and 5.4, respectively.

⁴ Value added differs from gross output (or sales) because it excludes the value of intermediate goods that are embedded in the final sales of each industry.

Table 3. Economic Activity Directly and Indirectly Attributable to the US CPG Industry, 2017

Item	Direct National Contribution	Percent of US Economy	Total National Contribution	Percent of US Economy
Employment (thousands of jobs) ^a	2,336	1.2%	20,424	10.4%
Labor Income (\$billions) ^b	\$151.0	1.3%	\$1,107.9	9.3%
Value Added (\$billions)	\$361.3	1.9%	\$1,957.4	10.0%

Source: PwC calculations using the IMPLAN modeling system (2017 database).

^a Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

^b Labor income is defined as wages and salaries and benefits as well as proprietors' income.

Table 4. Components of Total Economic Contributions of the US CPG Industry, 2017

	Direct contribution	Indirect and Induced contribution		Downstream contribution	Total contribution	Total / Direct ("multiplier") ^c
		Operational	Capital			
Employment (thousands) ^a	2,336	9,183	394	8,511	20,424	8.7
Labor Income (\$billions) ^b	\$151.0	\$520.1	\$26.2	\$410.5	\$1,107.9	7.3
Value Added (\$billions)	\$361.3	\$878.1	\$41.3	\$676.7	\$1,957.4	5.4

Source: PwC calculations using the IMPLAN modeling system (2017 database) and data from US Census Bureau.

Detail may not add to totals due to rounding.

^a Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

^b Labor income is defined as wages and salaries and benefits as well as proprietors' income.

^c Economic multiplier represents the overall contribution (including direct, indirect, induced and downstream contributions) relative to the direct contribution.

The indirect, induced, and downstream economic activity occurs across a broad range of other industries. For employment, 38.5 percent of the indirect and induced contribution attributable to the industry's operational expenditures is in the services sector. Another 23 percent is in the agriculture sector. The indirect and induced impact on employment attributable to the industry's capital expenditures is mostly concentrated in construction, manufacturing, and services sectors, while more than 65 percent of the downstream impact on employment is in the wholesale, retail, transportation and warehousing sectors (see **Table 5a**, below).

For labor income, close to 40 percent of the indirect and induced contribution attributable to the industry's operational expenditures is in the services sector, and another 12 percent is in the agricultural sector. The indirect and induced contribution to labor income attributable to the industry's capital expenditures is mostly concentrated in services and manufacturing, while close to 60 percent of the downstream contribution to labor income is in the wholesale, retail, transportation and warehousing sectors (see **Table 5b**, below).

For value added, the services sector accounted for 28 percent of the indirect and induced contribution attributable to the industry's operational expenditures. Finance, real estate, rental and leasing accounted for another 18.5 percent. About 25 percent of the indirect and induced contribution to value added attributable to the industry's capital expenditures is in manufacturing, while more than 50 percent of the downstream contribution to value added is in the wholesale, retail, transportation and warehousing sectors (see **Table 5c**, below).

Table 5a. Distribution of Indirect, Induced, and Downstream Activity Generated by the US CPG Industry, 2017: *Employment*

Industry Impacted	Indirect and Induced Contribution		Downstream Contribution
	Operational	Capital	
Total (in thousands)	9,183	394	8,511
Agriculture, forestry and fishing	22.9%	0.9%	0.6%
Mining	0.7%	0.4%	0.2%
Utilities	0.6%	0.3%	0.3%
Construction	1.1%	18.8%	0.5%
Manufacturing	6.4%	18.1%	1.6%
Wholesale and retail trade	11.5%	13.1%	59.0%
Transportation and warehousing	7.2%	4.2%	6.2%
Information	1.2%	1.2%	0.7%
Finance, insurance, real estate, rental and leasing	8.5%	7.1%	6.0%
Services	38.5%	35.6%	23.9%
Other	1.5%	0.3%	0.8%
Total	100%	100%	100%

Source: PwC calculations using the IMPLAN modeling system (2017 database) and data from US Census Bureau. Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

Table 5b. Distribution of Indirect, Induced, and Downstream Activity Generated by the US CPG Industry, 2017: *Labor Income*

Industry Impacted	Indirect and Induced Contribution		Downstream Contribution
	Operational	Capital	
Total (\$billions)	\$520.1	\$26.2	\$410.5
Agriculture, forestry and fishing	11.9%	0.4%	0.4%
Mining	1.1%	0.6%	0.4%
Utilities	1.6%	0.7%	0.9%
Construction	1.2%	17.7%	0.7%
Manufacturing	9.5%	23.8%	2.7%
Wholesale and retail trade	13.0%	12.7%	49.8%
Transportation and warehousing	8.5%	4.1%	7.7%
Information	2.6%	2.4%	1.9%
Finance, insurance, real estate, rental and leasing	9.2%	6.6%	7.0%
Services	39.4%	30.5%	27.0%
Other	2.0%	0.4%	1.4%
Total	100%	100%	100%

Source: PwC calculations using the IMPLAN modeling system (2017 database) and data from US Census Bureau.

^b Labor income is defined as wages and salaries and benefits as well as proprietors' income.

Table 5c. Distribution of Indirect, Induced, and Downstream Activity Generated by the US CPG Industry, 2017: Value Added

Industry Impacted	Indirect and Induced Contribution		Downstream Contribution
	Operational	Capital	
Total (\$billions)	\$878.1	\$41.3	\$676.7
Agriculture, forestry and fishing	11.9%	0.4%	0.4%
Mining	1.8%	0.9%	0.7%
Utilities	2.7%	1.3%	1.6%
Construction	1.0%	14.0%	0.6%
Manufacturing	10.7%	25.1%	3.2%
Wholesale and retail trade	14.4%	15.1%	48.4%
Transportation and warehousing	6.4%	3.3%	5.8%
Information	3.3%	3.0%	2.5%
Finance, insurance, real estate, rental and leasing	18.5%	14.0%	16.1%
Services	28.0%	22.6%	19.6%
Other	1.5%	0.5%	1.1%
Total	100%	100%	100%

Source: PwC calculations using the IMPLAN modeling system (2017 database) and data from US Census Bureau.

B. State Results

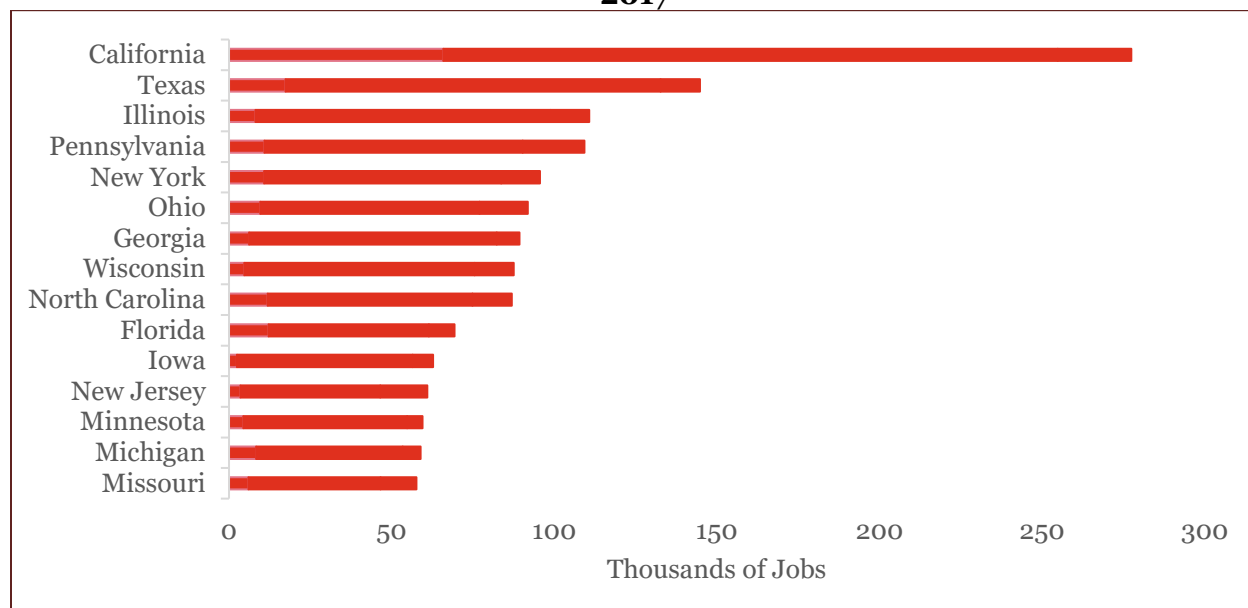
The economic contribution of the CPG industry at the state level reflects the indirect, induced, and downstream effects attributable to direct activity within each state's borders, as well as indirect, induced, and downstream activity within a state that is attributable to direct activity in other states.⁵

While all states have significant activity in consumer packaged goods, the economic contribution of the CPG industry varies from state to state, depending on factors such as each state's population, land area and growing conditions, industry mix, wage structure, spending and saving patterns, and connections to other economies. In terms of direct contributions of the CPG industry, **Figures 1, 2, and 3**, below, present employment, labor income, and value added for the top 15 states ranked by direct contributions (details for all states are available in **Appendix B**).

The figures indicate that California ranks substantially above all other states in terms of direct contributions of the CPG industry, with about 277,000 jobs, \$19 billion of labor income, and \$42 billion of value added contributed in 2017. Other states with exceptionally large direct contributions include Texas, Illinois, and Pennsylvania, each with more than 100,000 jobs directly attributable to the CPG industry. These states combine vast areas of productive farm land with packing and processing centers, e.g., Chicago, capable of turning raw agricultural goods into retail products. The share of total state employment can be seen below in **Figure 7**.

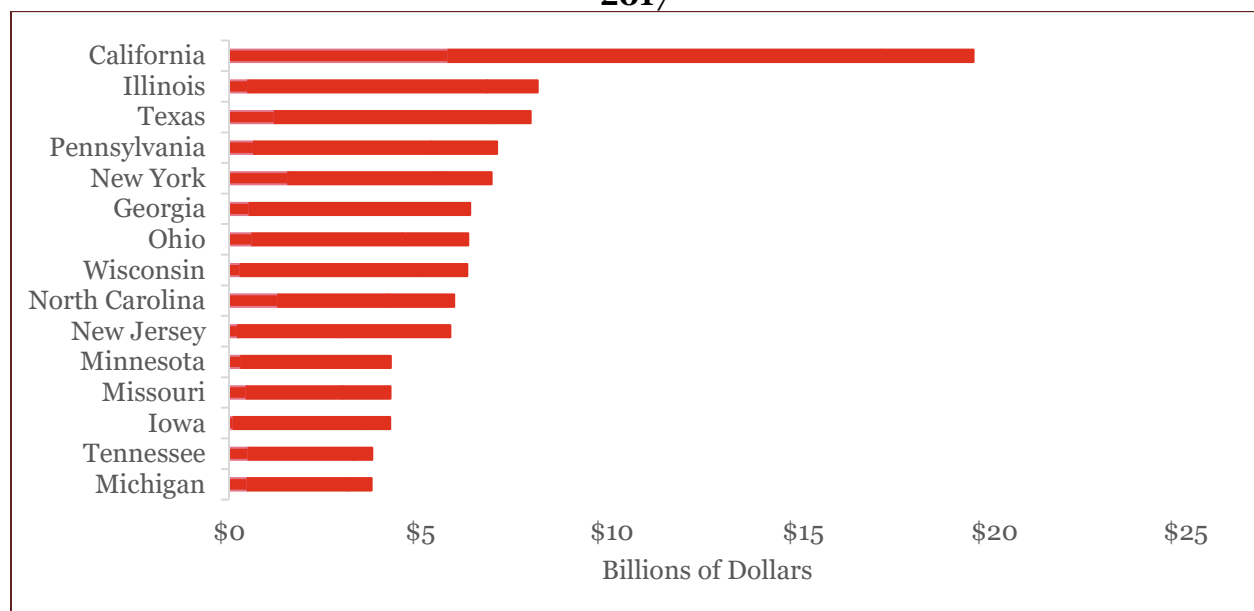
⁵ We have allocated the indirect and induced effects by industry attributable to direct activity in other states based on the overall level of economic activity of that industry in each state.

Figure 1. The CPG Industry's Direct Contribution in Top 15 States: Employment, 2017



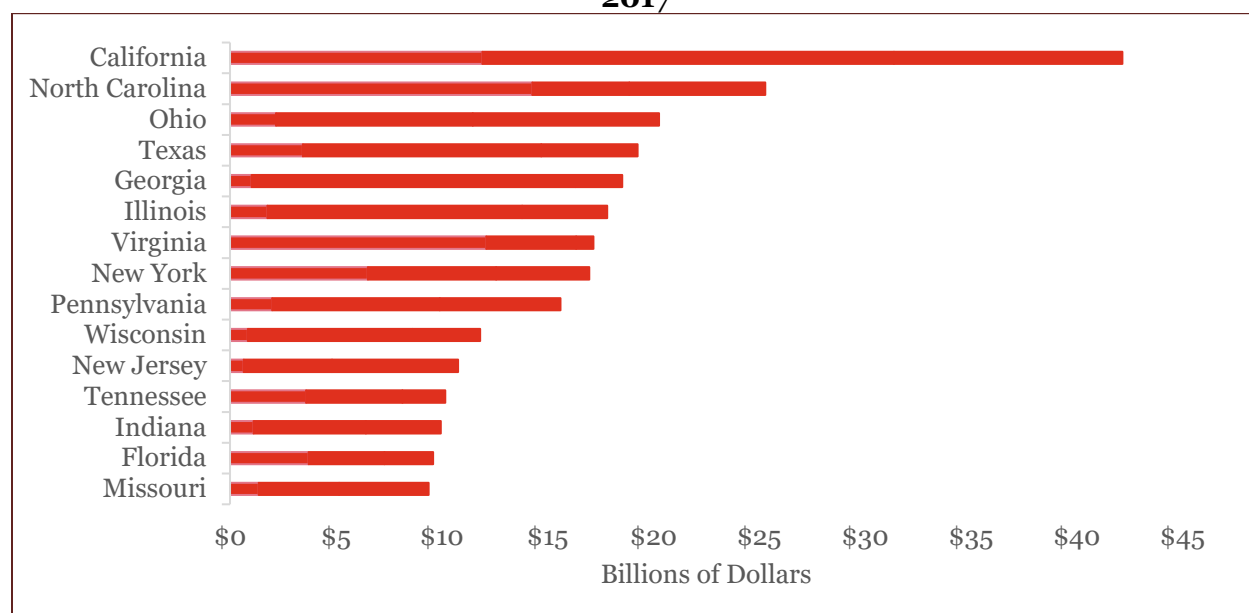
Source: PwC calculations based on the IMPLAN model. See Table B-1 in Appendix B for underlying figures.

Figure 2. The CPG Industry's Direct Contribution in Top 15 States: Labor Income, 2017



Source: PwC calculations based on the IMPLAN model. See Table B-1 in Appendix B for underlying figures.

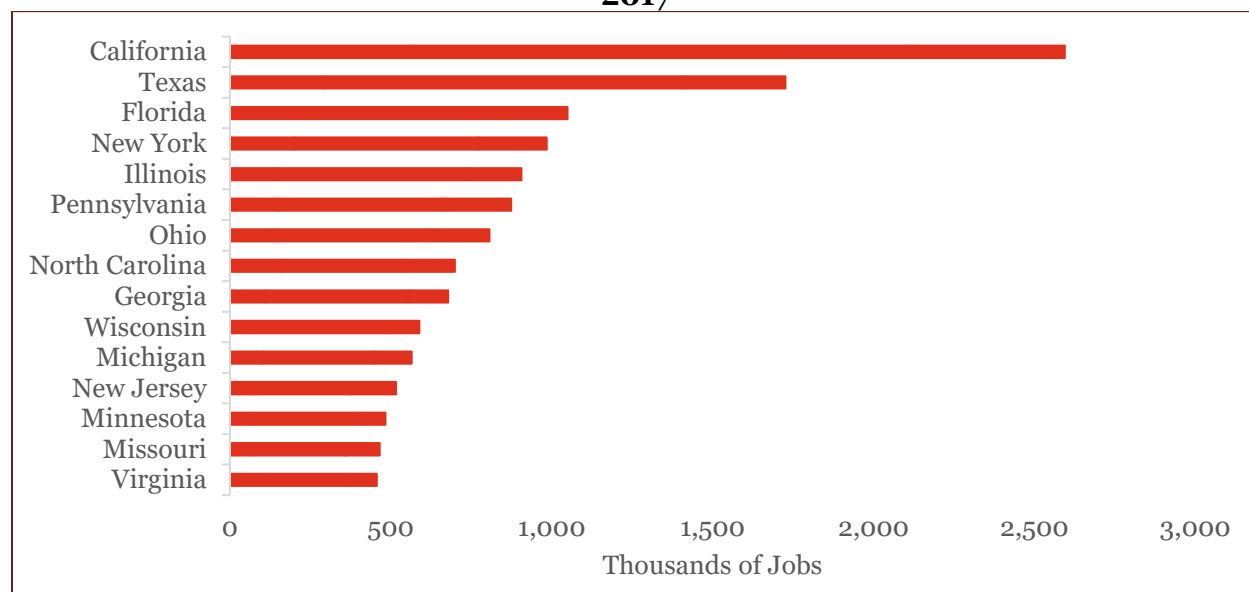
Figure 3. The CPG Industry's Direct Contribution in Top 15 States: Value Added, 2017



Source: PwC calculations based on the IMPLAN model. See Table B-1 in Appendix B for underlying figures.

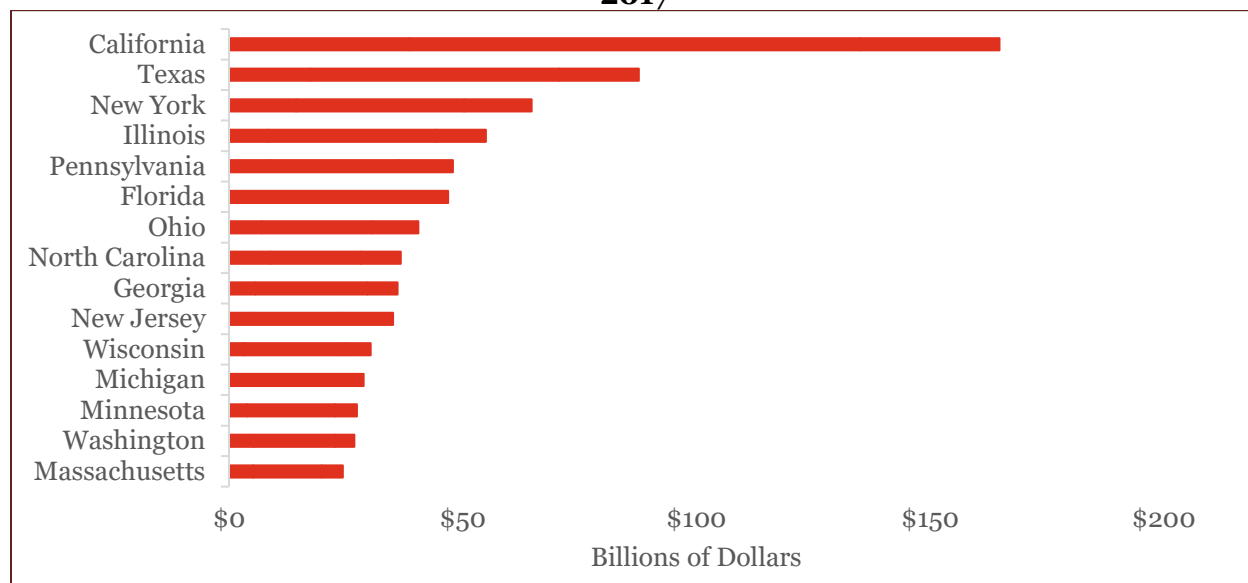
Figures 4 through 9, below, present the total contributions of the CPG industry by state, including direct, indirect, induced, and downstream contributions. Looking at the top 15 states in terms of total employment attributable to the CPG industry, **Figure 4**, below, indicates that California ranks highest by this measure as well, followed by Texas, Florida, New York, and Illinois. These states also rank high in terms of labor income and value added attributable to the CPG industry (see **Figures 5 and 6**, below). These states have the highest amounts of CPG activity in large part because they also have the largest overall economies.

Figure 4. The CPG Industry's Total Contribution in Top 15 States: Employment, 2017



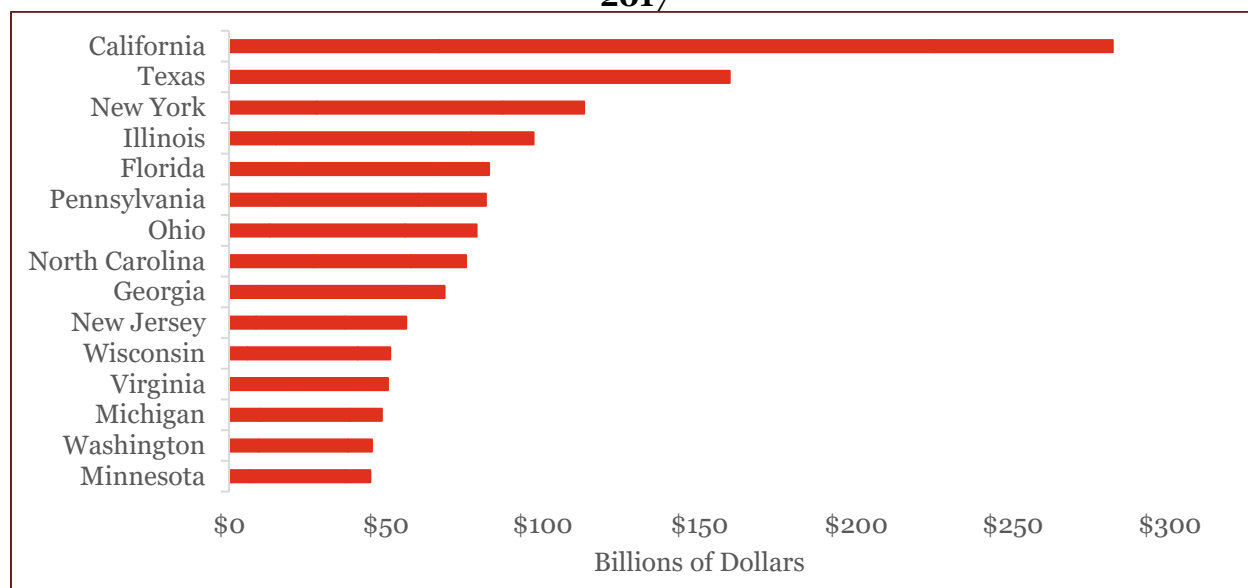
Source: PwC calculations based on the IMPLAN model. See Table B-1 in Appendix B for underlying figures.

Figure 5. The CPG Industry's Total Contribution in Top 15 States: Labor Income, 2017



Source: PwC calculations based on the IMPLAN model. See Table B-1 in Appendix B for underlying figures.

Figure 6. The CPG Industry's Total Contribution in Top 15 States: Value Added, 2017

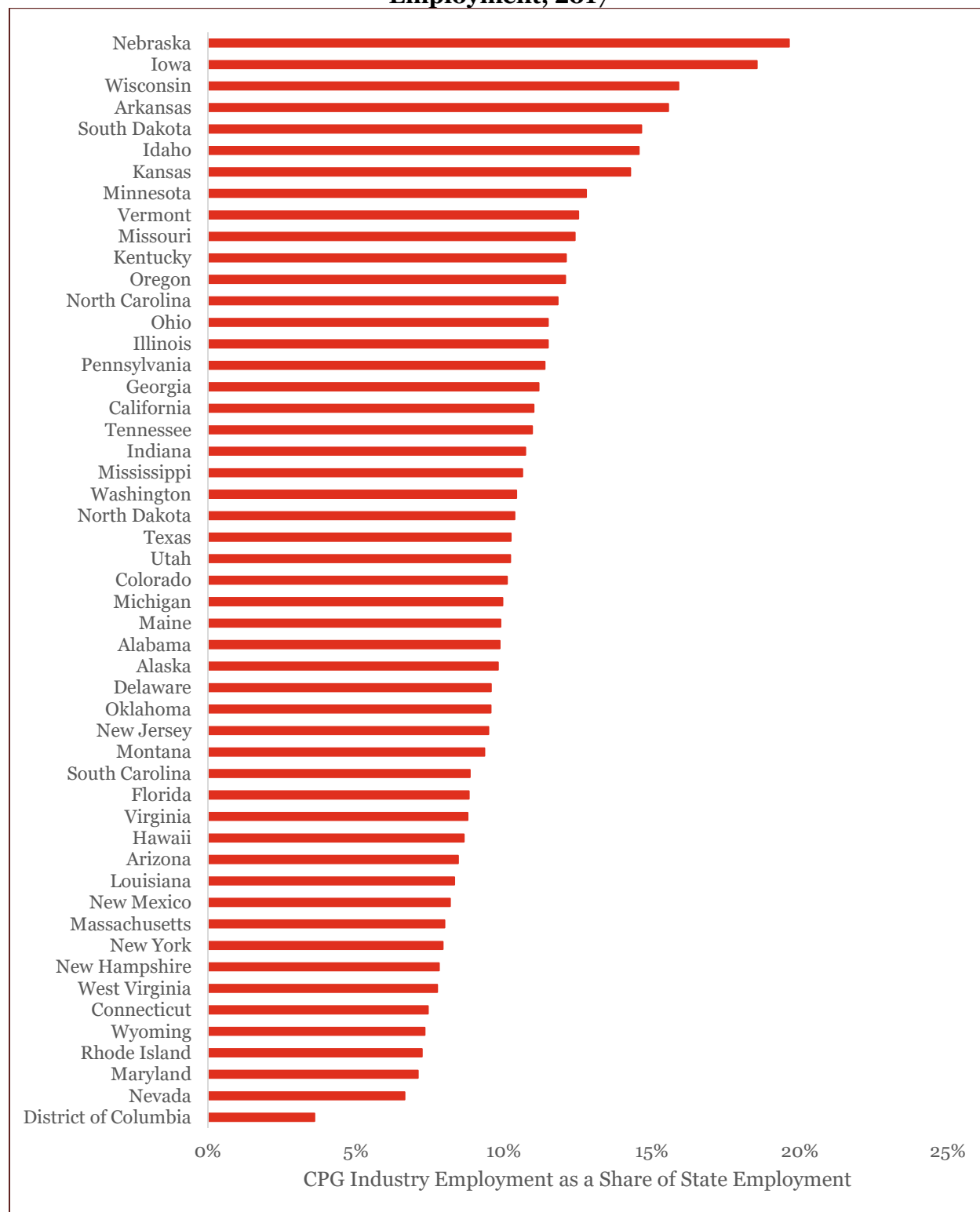


Source: PwC calculations based on the IMPLAN model. See Table B-1 in Appendix B for underlying figures.

Looking at all states in terms of the share of state employment attributable to the CPG industry, **Figure 7**, below, indicates that Nebraska ranks highest, followed by Iowa, Wisconsin, Arkansas, and South Dakota. In each of these states, the CPG industry directly and indirectly contributed more than 10 percent of state employment in 2017. These states also rank high in terms of the share of state labor income and value added directly and indirectly attributable to the CPG industry (see **Figures 8** and **9**, below). These states, characterized by large amounts of rural farmland, produce much of the country's major food sources, including wheat, corn, oats,

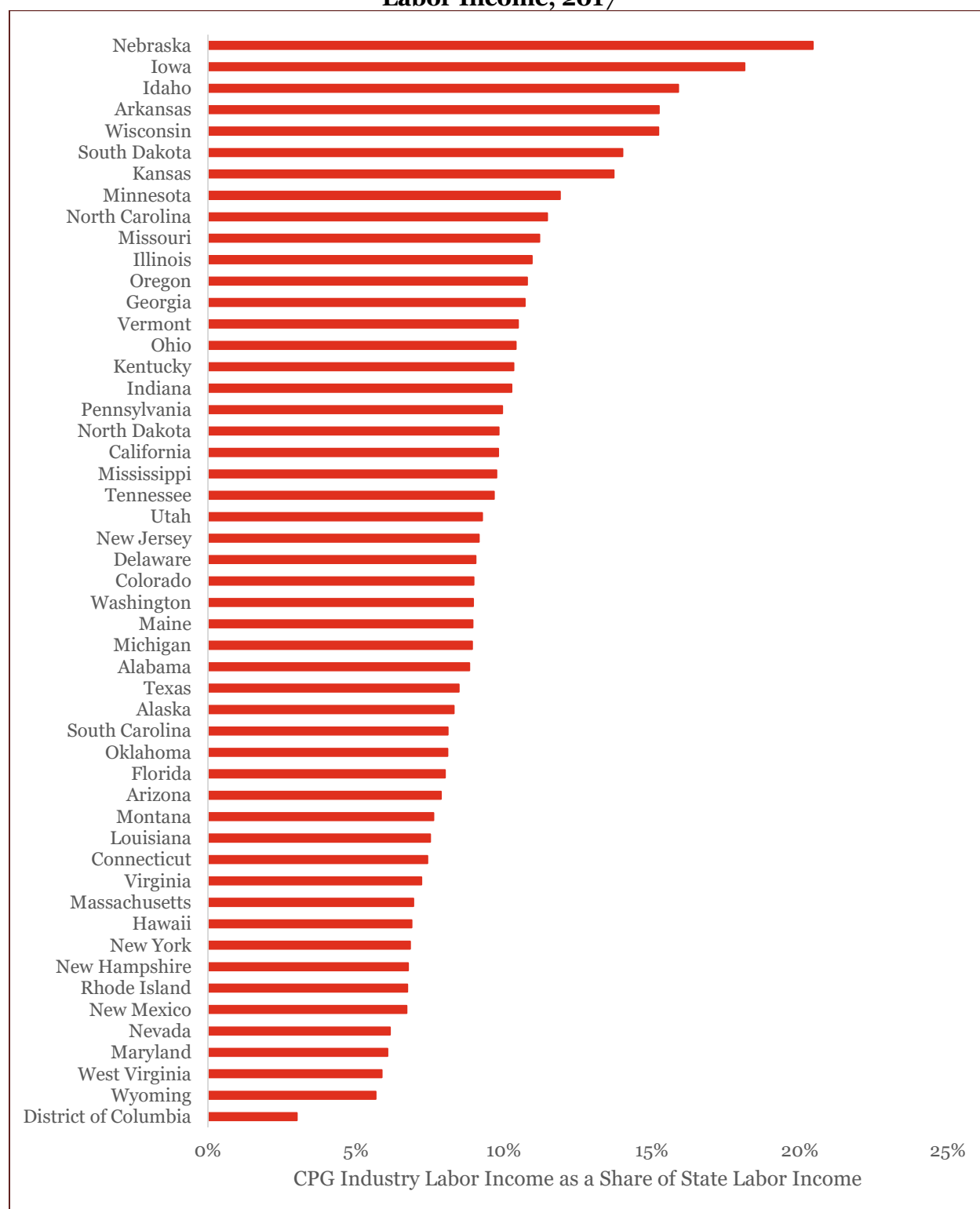
soybeans, dairy, hogs, cattle, and poultry. States with a relatively small share of economic activity attributable to the CPG industry include the District of Columbia and Nevada.

Figure 7. The CPG Industry's Total Employment Contribution as a Share of State Employment, 2017



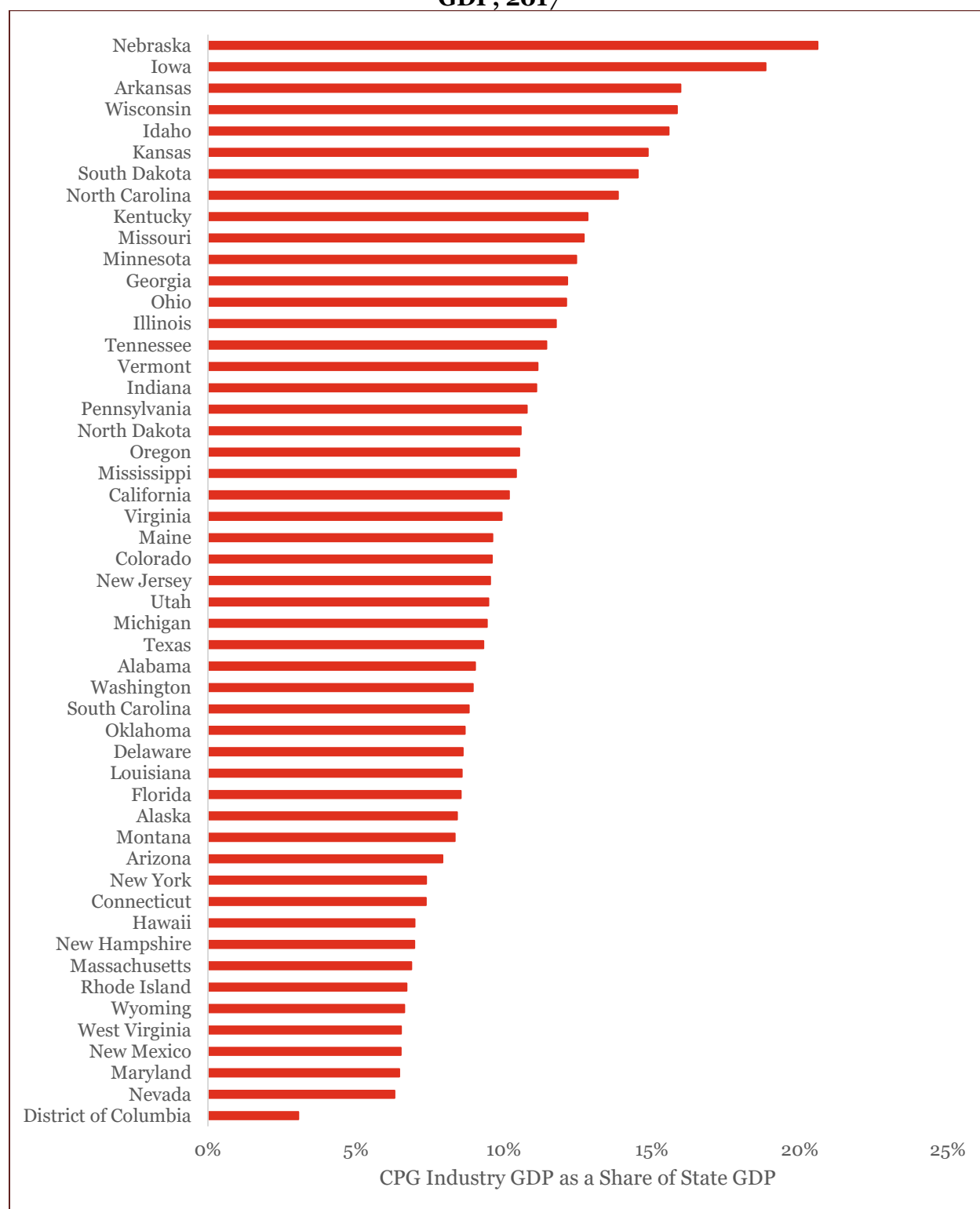
Source: PwC calculations based on the IMPLAN model. See Table B-2 in Appendix B for underlying figures.

Figure 8. The CPG Industry's Total Labor Income Contribution as a Share of State Labor Income, 2017



Source: PwC calculations based on the IMPLAN model. See Table B-2 in Appendix B for underlying figures.

Figure 9. The CPG Industry's Total Value Added Contribution as a Share of State GDP, 2017



Source: PwC calculations based on the IMPLAN model. See Table B-2 in Appendix B for underlying figures.

C. Congressional District Results

The economic contribution of the CPG industry at the congressional district level reflects the indirect, induced, and downstream effects attributable to direct activity within each congressional district's borders, as well as indirect, induced, and downstream activity within a congressional district that is attributable to direct activity in other congressional districts.⁶

CPG activity varies considerably across congressional districts. The number of jobs directly attributable to the CPG industry was no less than 500 in any district and exceeded 5,000 in 174 congressional districts in 2017. Direct employment is especially pronounced in a few rural areas with highly productive farming and CPG activities.

Table 6, below, presents employment, labor income, and value added for the top 15 congressional districts ranked by direct employment. Western Arkansas and Northeast Georgia are major centers of poultry production. The rural districts of Kansas, Iowa, Nebraska, and Minnesota are where much of the country's wheat, corn, and soybeans are produced. California's fifth district is home to Napa Valley and other major wine producing areas, while California's 21st district and other rural areas are highly productive farming areas. Direct employment in the top 15 congressional districts for CPG was more than 264,000 in 2017, or about 11 percent of direct employment nationwide in the CPG industry.

In terms of total contributions of the CPG industry, including indirect, induced, and downstream contributions, the industry supported more than 25,000 jobs in 412 congressional districts in 2017. On average, over 45,000 jobs per congressional district are directly and indirectly attributable to the CPG industry.

Table 7, below, presents employment, labor income, and value added for the top 15 congressional districts ranked by total employment contribution, reflecting the CPG industry's direct, indirect, induced, and downstream contributions. Many of the same congressional districts that rank high in terms of direct employment also rank high in terms of total employment directly and indirectly attributable to CPG. Total CPG-supported employment in the top 15 congressional districts was about 1.5 million in 2017, or about 7 percent of total CPG supported employment nationwide.

Details for all congressional districts are available in **Appendix C**.

⁶ We have allocated the indirect and induced effects by industry attributable to direct activity in other congressional districts based on the overall level of economic activity of that industry in each congressional district.

**Table 6. The CPG Industry's Direct Contribution, 2017:
Top 15 Congressional Districts, Ranked by Employment**

Rank	CD	Employment ⁽¹⁾		Labor Income ⁽²⁾		Value Added	
		Amount (Jobs)	Share of US ⁽³⁾	Amount (\$ Million)	Share of US ⁽³⁾	Amount (\$ Million)	Share of US ⁽³⁾
1	AR-3	23,480	1.01%	\$1,254	0.83%	\$2,216	0.61%
2	KS-1	20,400	0.87%	\$1,209	0.80%	\$2,178	0.60%
3	IA-4	20,260	0.87%	\$1,314	0.87%	\$2,468	0.68%
4	GA-9	19,780	0.85%	\$897	0.59%	\$1,259	0.35%
5	CA-5	18,450	0.79%	\$1,931	1.28%	\$3,120	0.86%
6	NE-3	18,380	0.79%	\$990	0.66%	\$1,919	0.53%
7	MN-1	17,920	0.77%	\$1,220	0.81%	\$2,123	0.59%
8	AR-4	17,000	0.73%	\$711	0.47%	\$976	0.27%
9	IA-2	16,130	0.69%	\$1,106	0.73%	\$2,594	0.72%
10	CA-21	15,980	0.68%	\$936	0.62%	\$1,741	0.48%
11	WI-8	15,850	0.68%	\$1,044	0.69%	\$1,915	0.53%
12	CA-16	15,690	0.67%	\$885	0.59%	\$1,382	0.38%
13	IA-1	15,370	0.66%	\$1,057	0.70%	\$2,487	0.69%
14	MN-7	14,750	0.63%	\$1,024	0.68%	\$1,680	0.46%
15	CA-10	14,740	0.63%	\$1,106	0.73%	\$1,966	0.54%

Source: PwC calculations based on the IMPLAN model.

(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.

(3) Share of US refers to the share of the US CPG industry's direct contribution at the national level.

**Table 7. The CPG Industry's Total Contribution, 2017:
Top 15 Congressional Districts, Ranked by Employment**

Rank	CD	Employment ⁽¹⁾		Labor Income ⁽²⁾		Value Added	
		Amount (Jobs)	Share of US ⁽³⁾	Amount (\$ Million)	Share of US ⁽³⁾	Amount (\$ Million)	Share of US ⁽³⁾
1	NE-3	116,180	0.57%	\$6,514	0.59%	\$10,781	0.55%
2	KS-1	116,140	0.57%	\$5,642	0.51%	\$9,307	0.48%
3	IA-4	112,710	0.55%	\$6,161	0.56%	\$10,435	0.53%
4	MN-1	107,540	0.53%	\$5,075	0.46%	\$8,816	0.45%
5	IA-2	100,860	0.49%	\$4,722	0.43%	\$8,980	0.46%
6	CA-21	100,050	0.49%	\$5,420	0.49%	\$9,183	0.47%
7	TX-13	98,400	0.48%	\$4,403	0.40%	\$8,037	0.41%
8	IA-1	98,250	0.48%	\$4,646	0.42%	\$9,047	0.46%
9	NY-12	97,540	0.48%	\$12,205	1.10%	\$20,612	1.05%
10	CO-4	97,210	0.48%	\$4,490	0.41%	\$7,828	0.40%
11	WI-8	92,480	0.45%	\$4,918	0.44%	\$8,004	0.41%
12	MN-7	91,520	0.45%	\$4,302	0.39%	\$6,779	0.35%
13	WI-6	89,780	0.44%	\$4,756	0.43%	\$7,845	0.40%
14	ID-2	88,490	0.43%	\$4,907	0.44%	\$7,339	0.37%
15	SD-1 (At-Large)	88,250	0.43%	\$4,315	0.39%	\$7,267	0.37%

Source: PwC calculations based on the IMPLAN model.

(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.

(3) Share of US refers to the share of the US CPG industry's total contribution at the national level.

Appendix A: Direct Contribution by Detailed CPG Sector

Economic Contribution of the US Consumer Packaged Goods Industry

Detailed Sector	NAICS Code	Direct Employment (jobs) ^a	Direct Labor Income (\$billions) ^b	Direct GDP (\$billions)
Bottled and canned soft drinks & water	312111-2	98,000	\$7.5	\$15.2
Manufactured ice	312113	8,000	\$0.4	\$0.2
Breweries	31212	76,000	\$5.4	\$16.5
Wineries	31213	72,000	\$5.0	\$8.1
Distilleries	31214	15,000	\$1.5	\$11.5
Tobacco product manufacturing	3122	13,000	\$1.5	\$33.1
Flour milling	311211	15,000	\$1.3	\$2.5
Rice milling	311212	5,000	\$0.3	\$0.5
Malt manufacturing	311213	1,000	\$0.1	\$0.3
Wet corn milling	311221	13,000	\$1.6	\$4.3
Soybean and other oilseed processing	311224	9,000	\$0.7	\$2.0
Fats and oils refining and blending	311225	7,000	\$0.6	\$0.9
Breakfast cereal manufacturing	311230	13,000	\$1.2	\$4.4
Beet sugar manufacturing	311313	7,000	\$0.5	\$1.1
Sugar cane mills and refining	311314	6,000	\$0.5	\$1.5
Non-chocolate confectionery manufacturing	311340	23,000	\$1.5	\$2.5
Chocolate and confectionery manufacturing from cacao beans	311351	10,000	\$0.7	\$1.7
Confectionery manufacturing from purchased chocolate	311352	35,000	\$1.9	\$3.3
Frozen fruits, juices and vegetables manufacturing	311411	32,000	\$1.9	\$2.7
Frozen specialties manufacturing	311412	61,000	\$3.6	\$4.6
Canned fruits and vegetables manufacturing	311421	64,000	\$4.2	\$5.7
Canned specialties	311422	12,000	\$0.9	\$1.8
Dehydrated food products manufacturing	311423	13,000	\$0.7	\$1.0
Fluid milk manufacturing	311511	55,000	\$4.3	\$6.8
Creamery butter manufacturing	311512	3,000	\$0.2	\$0.7
Cheese manufacturing	311513	50,000	\$3.5	\$5.1
Dry, condensed, and evaporated dairy product manufacturing	311514	18,000	\$1.6	\$3.3
Ice cream and frozen dessert manufacturing	311520	22,000	\$1.3	\$2.6
Animal, except poultry, slaughtering	311611	143,000	\$8.0	\$14.7
Meat processed from carcasses	311612	131,000	\$7.7	\$10.9
Rendering and meat byproduct processing	311613	9,000	\$0.7	\$0.7
Poultry processing	311615	240,000	\$10.4	\$12.6
Seafood product preparation and packaging	3117	39,000	\$2.3	\$3.5
Bread and bakery product manufacturing	311811-2	430,000	\$17.7	\$24.5
Frozen cakes and other pastries manufacturing	311813	25,000	\$1.1	\$1.8
Cookie, cracker, and pasta manufacturing	311821	36,000	\$2.3	\$3.8
Dry pasta, mixes, and dough manufacturing	311824	23,000	\$1.5	\$4.0
Tortilla manufacturing	31183	20,000	\$1.0	\$1.4
Roasted nuts and peanut butter manufacturing	311911	16,000	\$1.0	\$3.8
Other snack food manufacturing	311919	42,000	\$2.7	\$8.5

Economic Contribution of the US Consumer Packaged Goods Industry

Coffee and tea manufacturing	31192	26,000	\$1.7	\$3.4
Flavoring syrup and concentrate manufacturing	31193	13,000	\$2.3	\$19.5
Mayonnaise, dressing, and sauce manufacturing	311941	18,000	\$1.2	\$2.3
Spice and extract manufacturing	311942	26,000	\$2.2	\$3.5
All other food manufacturing	31199	95,000	\$5.2	\$6.6
Dog and cat food manufacturing	311111	27,000	\$2.3	\$10.1
Other animal food manufacturing	311119	37,000	\$2.7	\$5.5
Sanitary paper product manufacturing	322291	28,000	\$2.6	\$7.8
All other converted paper product manufacturing	322299	17,000	\$1.4	\$1.8
Medicinal and botanical manufacturing (OTC)	325411	2,000	\$0.4	\$0.7
Pharmaceutical preparation manufacturing (OTC)	325412	16,000	\$2.6	\$12.5
In-vitro diagnostic substance manufacturing (OTC)	325413	2,000	\$0.2	\$0.4
Biological product (except diagnostic) manufacturing (OTC)	325414	3,000	\$0.4	\$1.2
Soap and other detergent manufacturing	325611	28,000	\$4.0	\$15.5
Polish and other sanitation good manufacturing	325612	25,000	\$3.5	\$8.3
Surface active agent manufacturing	325613	5,000	\$0.7	\$2.6
Toilet preparation manufacturing	32562	58,000	\$6.6	\$25.0
US CPG Total		2,336,000	\$151.0	\$361.3

Source: PwC calculations based on the IMPLAN model.

Note: Details may not add to totals due to rounding.

^a Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

^b Labor income is defined as wages and salaries and benefits as well as proprietors' income.

Appendix B: Detailed Results by State

Table B-1. The CPG Industry's Economic Contribution by State, 2017
(Thousands of jobs; Millions of dollars)

	Employment		Labor Income		Value Added	
	Direct	Total	Direct	Total	Direct	Total
US Total	2,336	20,424	\$151,045	\$1,107,866	\$361,342	\$1,957,424
Alabama	40	260	\$1,795	\$11,640	\$2,925	\$19,774
Alaska	11	44	\$672	\$2,512	\$940	\$4,583
Arizona	26	312	\$1,385	\$15,613	\$2,283	\$25,764
Arkansas	55	255	\$2,799	\$11,688	\$5,231	\$20,360
California	277	2,594	\$19,458	\$164,885	\$42,163	\$281,829
Colorado	38	376	\$2,292	\$20,094	\$4,895	\$33,894
Connecticut	15	172	\$2,165	\$12,722	\$3,171	\$19,697
Delaware	12	55	\$646	\$3,310	\$1,279	\$6,111
District of Columbia	1	33	\$42	\$3,064	\$78	\$4,222
Florida	69	1,049	\$3,428	\$46,915	\$9,588	\$82,913
Georgia	89	678	\$6,302	\$36,075	\$18,529	\$68,744
Hawaii	9	80	\$420	\$3,688	\$656	\$6,323
Idaho	22	145	\$1,502	\$7,549	\$2,289	\$11,572
Illinois	111	906	\$8,071	\$54,971	\$17,820	\$97,091
Indiana	54	418	\$3,528	\$21,929	\$9,959	\$40,840
Iowa	63	386	\$4,210	\$19,701	\$8,799	\$35,947
Kansas	39	275	\$2,424	\$13,946	\$5,258	\$24,080
Kentucky	42	305	\$2,789	\$13,070	\$8,807	\$26,578
Louisiana	23	222	\$1,166	\$10,300	\$3,178	\$20,993
Maine	10	82	\$541	\$3,593	\$1,061	\$5,998
Maryland	27	263	\$1,606	\$15,005	\$4,235	\$26,435
Massachusetts	39	382	\$2,494	\$24,388	\$4,319	\$37,250
Michigan	59	565	\$3,728	\$28,794	\$7,840	\$48,786
Minnesota	59	483	\$4,232	\$27,347	\$7,480	\$45,037
Mississippi	28	167	\$1,148	\$6,578	\$2,149	\$11,828
Missouri	58	465	\$4,220	\$21,793	\$9,390	\$39,135
Montana	5	63	\$209	\$2,357	\$382	\$4,095
Nebraska	41	259	\$2,305	\$15,207	\$4,707	\$25,077
Nevada	10	115	\$458	\$5,493	\$859	\$9,569
New Hampshire	6	69	\$329	\$3,601	\$736	\$5,689
New Jersey	61	516	\$5,782	\$35,087	\$10,782	\$56,560
New Mexico	9	90	\$407	\$3,605	\$741	\$6,696
New York	96	984	\$6,861	\$64,761	\$16,970	\$113,299
North Carolina	87	699	\$5,887	\$36,756	\$25,292	\$75,593
North Dakota	6	60	\$415	\$3,316	\$861	\$6,045
Ohio	92	807	\$6,255	\$40,525	\$20,268	\$78,934
Oklahoma	21	220	\$1,111	\$9,776	\$2,359	\$17,680
Oregon	42	300	\$2,087	\$15,081	\$3,720	\$24,438
Pennsylvania	109	874	\$7,009	\$47,886	\$15,612	\$81,872
Rhode Island	5	46	\$267	\$2,512	\$417	\$4,038
South Carolina	29	242	\$1,798	\$10,963	\$4,044	\$19,715
South Dakota	11	88	\$885	\$4,315	\$969	\$7,267
Tennessee	52	437	\$3,747	\$22,076	\$10,164	\$40,378
Texas	145	1,726	\$7,884	\$87,689	\$19,254	\$159,696
Utah	23	201	\$1,324	\$9,234	\$2,524	\$15,966
Vermont	9	55	\$462	\$2,250	\$631	\$3,633
Virginia	50	456	\$2,814	\$23,277	\$17,167	\$50,646
Washington	56	455	\$3,111	\$26,838	\$5,978	\$45,578
West Virginia	6	69	\$256	\$2,564	\$542	\$5,124
Wisconsin	88	589	\$6,228	\$30,323	\$11,825	\$51,374
Wyoming	2	29	\$89	\$1,205	\$216	\$2,674

Source: PwC calculations based on the IMPLAN model.

Note: Details may not add to totals due to rounding.

Table B-2. The CPG Industry's Total Economic Contribution as a Share of State Total, 2017
(Percentage of State Total)

	Industry Supported Total Employment / State Total Employment	Industry Supported Total Labor Income / State Total Labor Income	Industry Supported Total Value Added / State Total GDP
Alabama	9.9%	8.8%	9.0%
Alaska	9.8%	8.3%	8.4%
Arizona	8.5%	7.9%	7.9%
Arkansas	15.6%	15.2%	16.0%
California	11.0%	9.8%	10.2%
Colorado	10.1%	9.0%	9.6%
Connecticut	7.4%	7.4%	7.4%
Delaware	9.6%	9.1%	8.6%
District of Columbia	3.6%	3.0%	3.1%
Florida	8.8%	8.0%	8.6%
Georgia	11.2%	10.7%	12.1%
Hawaii	8.6%	6.9%	7.0%
Idaho	14.6%	15.9%	15.6%
Illinois	11.5%	10.9%	11.8%
Indiana	10.7%	10.3%	11.1%
Iowa	18.6%	18.1%	18.9%
Kansas	14.3%	13.7%	14.9%
Kentucky	12.1%	10.3%	12.8%
Louisiana	8.3%	7.5%	8.6%
Maine	9.9%	8.9%	9.6%
Maryland	7.1%	6.1%	6.5%
Massachusetts	8.0%	6.9%	6.9%
Michigan	10.0%	8.9%	9.4%
Minnesota	12.8%	11.9%	12.5%
Mississippi	10.6%	9.7%	10.4%
Missouri	12.4%	11.2%	12.7%
Montana	9.3%	7.6%	8.3%
Nebraska	19.6%	20.4%	20.6%
Nevada	6.6%	6.2%	6.3%
New Hampshire	7.8%	6.8%	7.0%
New Jersey	9.5%	9.2%	9.5%
New Mexico	8.2%	6.7%	6.5%
New York	7.9%	6.8%	7.4%
North Carolina	11.8%	11.5%	13.9%
North Dakota	10.4%	9.8%	10.6%
Ohio	11.5%	10.4%	12.1%
Oklahoma	9.6%	8.1%	8.7%
Oregon	12.1%	10.8%	10.5%
Pennsylvania	11.4%	10.0%	10.8%
Rhode Island	7.2%	6.7%	6.7%
South Carolina	8.9%	8.1%	8.8%
South Dakota	14.7%	14.0%	14.5%
Tennessee	11.0%	9.7%	11.4%
Texas	10.2%	8.5%	9.3%
Utah	10.2%	9.3%	9.5%
Vermont	12.5%	10.5%	11.1%
Virginia	8.8%	7.2%	9.9%
Washington	10.4%	9.0%	9.0%
West Virginia	7.8%	5.9%	6.5%
Wisconsin	15.9%	15.2%	15.9%
Wyoming	7.3%	5.7%	6.6%

Source: PwC calculation based on the IMPLAN model.

Appendix C: Detailed Results by Congressional District

Table C-1. Economic Contribution of the CPG Industry in Alabama, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Alabama	39,870	260,460	\$1,795.0	\$11,640.2	\$2,924.6	\$19,773.9
AL-1	2,520	26,740	\$112.6	\$1,233.0	\$232.6	\$2,232.5
AL-2	6,260	46,910	\$275.3	\$1,970.7	\$514.9	\$3,257.5
AL-3	4,600	33,710	\$192.9	\$1,312.6	\$275.9	\$2,189.1
AL-4	13,360	50,010	\$545.6	\$1,917.7	\$754.8	\$3,281.1
AL-5	4,200	35,300	\$195.6	\$1,578.6	\$366.9	\$2,682.7
AL-6	2,930	28,600	\$174.2	\$1,565.3	\$315.6	\$2,698.3
AL-7	6,000	39,200	\$298.9	\$2,062.4	\$463.9	\$3,432.7

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-2. Economic Contribution of the CPG Industry in Alaska, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Alaska	11,290	44,360	\$671.8	\$2,512.0	\$940.1	\$4,582.5
AK-1 (At-Large)	11,290	44,360	\$671.8	\$2,512.0	\$940.1	\$4,582.5

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-3. Economic Contribution of the CPG Industry in Arizona, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Arizona	26,090	311,810	\$1,385.0	\$15,613.1	\$2,282.6	\$25,763.6
AZ-1	2,580	40,270	\$136.3	\$1,571.7	\$259.7	\$2,906.9
AZ-2	1,580	23,420	\$60.3	\$1,064.8	\$106.3	\$1,715.5
AZ-3	5,730	42,960	\$285.9	\$2,154.3	\$525.8	\$3,433.3
AZ-4	1,070	25,120	\$47.5	\$1,028.0	\$32.7	\$1,688.4
AZ-5	760	21,600	\$35.9	\$1,079.2	\$64.0	\$1,807.2
AZ-6	1,110	42,350	\$51.6	\$2,227.5	\$114.4	\$3,767.6
AZ-7	9,580	62,700	\$574.3	\$3,556.5	\$814.3	\$5,605.0
AZ-8	540	11,540	\$27.3	\$568.9	\$70.2	\$1,007.1
AZ-9	3,150	41,840	\$166.0	\$2,362.1	\$295.3	\$3,832.7

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-4. Economic Contribution of the CPG Industry in Arkansas, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Arkansas	54,550	254,950	\$2,799.3	\$11,687.9	\$5,231.4	\$20,360.4
AR-1	9,520	62,960	\$560.8	\$2,630.8	\$1,116.2	\$4,632.8
AR-2	4,560	43,860	\$273.5	\$2,142.3	\$923.5	\$4,289.1
AR-3	23,480	80,430	\$1,254.2	\$4,102.3	\$2,215.8	\$6,866.1
AR-4	17,000	67,690	\$710.7	\$2,812.6	\$975.8	\$4,572.5

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-5. Economic Contribution of the CPG Industry in California, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
California	277,460	2,594,480	\$19,458.1	\$164,884.8	\$42,163.2	\$281,829.5
CA-1	3,750	43,610	\$192.3	\$1,916.1	\$477.1	\$3,444.9
CA-2	13,480	81,340	\$986.8	\$4,715.9	\$2,062.6	\$8,178.4
CA-3	7,260	59,780	\$540.3	\$3,277.3	\$1,369.7	\$6,068.3
CA-4	2,910	38,100	\$125.2	\$1,898.8	\$292.8	\$3,323.2
CA-5	18,450	84,590	\$1,931.2	\$5,427.5	\$3,120.0	\$9,099.2
CA-6	4,220	37,650	\$268.3	\$2,162.3	\$724.8	\$3,826.5
CA-7	1,430	26,420	\$93.3	\$1,564.7	\$231.5	\$2,666.7
CA-8	1,470	23,330	\$187.3	\$1,217.9	\$359.3	\$2,210.0
CA-9	6,780	50,660	\$415.0	\$2,732.3	\$766.4	\$4,651.1
CA-10	14,740	80,050	\$1,105.7	\$4,548.1	\$1,965.6	\$7,461.8
CA-11	2,290	43,470	\$153.9	\$2,908.8	\$332.2	\$5,362.6
CA-12	4,540	64,430	\$261.3	\$7,586.9	\$598.2	\$11,445.6
CA-13	5,390	52,330	\$533.3	\$3,833.7	\$1,469.4	\$6,642.9
CA-14	4,710	47,070	\$477.0	\$4,918.2	\$1,895.5	\$9,081.5
CA-15	9,050	62,960	\$714.6	\$4,506.8	\$1,436.2	\$7,516.3
CA-16	15,690	82,410	\$885.3	\$4,774.6	\$1,382.4	\$7,509.3
CA-17	2,290	45,790	\$134.9	\$5,611.6	\$333.7	\$8,912.3
CA-18	2,980	46,010	\$158.3	\$4,717.9	\$322.4	\$7,080.5
CA-19	3,750	36,180	\$212.3	\$2,868.5	\$450.3	\$4,775.6
CA-20	7,130	60,810	\$411.4	\$3,696.9	\$656.2	\$5,126.6
CA-21	15,980	100,050	\$936.4	\$5,420.3	\$1,741.2	\$9,182.8
CA-22	9,160	65,660	\$565.0	\$3,510.3	\$950.0	\$5,749.1
CA-23	4,470	47,170	\$228.5	\$2,548.4	\$538.5	\$4,143.6
CA-24	6,760	62,370	\$390.2	\$3,359.6	\$759.2	\$5,484.6
CA-25	1,610	27,300	\$118.9	\$1,594.2	\$432.5	\$2,906.0
CA-26	2,750	41,700	\$283.2	\$2,357.3	\$657.6	\$4,055.1
CA-27	4,220	47,150	\$236.5	\$2,768.3	\$433.2	\$4,599.3
CA-28	3,100	51,280	\$225.3	\$3,296.2	\$675.5	\$5,937.0
CA-29	3,510	30,180	\$239.6	\$1,831.4	\$705.0	\$3,354.7
CA-30	2,520	48,930	\$189.1	\$3,176.7	\$592.3	\$5,782.0

(continued on next page)

Table C-5. Economic Contribution of the CPG Industry in California, 2017, continued

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
CA-31	4,130	36,560	\$251.6	\$1,839.2	\$568.2	\$3,185.5
CA-32	10,360	54,550	\$761.9	\$3,359.2	\$1,464.4	\$5,801.9
CA-33	2,520	58,990	\$187.6	\$4,060.5	\$455.1	\$7,283.7
CA-34	6,810	55,280	\$472.0	\$3,574.0	\$932.5	\$5,984.7
CA-35	4,830	52,840	\$318.8	\$2,836.5	\$847.8	\$4,998.7
CA-36	1,380	22,630	\$87.0	\$979.7	\$156.6	\$1,748.0
CA-37	3,270	43,460	\$185.2	\$2,871.4	\$485.4	\$5,140.1
CA-38	3,990	38,480	\$290.9	\$2,321.4	\$581.6	\$4,021.0
CA-39	6,030	59,090	\$489.1	\$3,695.2	\$1,116.3	\$6,463.8
CA-40	9,040	56,330	\$628.2	\$3,477.4	\$1,329.9	\$6,003.8
CA-41	2,560	33,170	\$185.4	\$1,586.0	\$420.5	\$2,740.7
CA-42	2,390	35,730	\$156.3	\$1,675.3	\$423.9	\$3,058.5
CA-43	3,200	42,250	\$213.0	\$2,623.6	\$570.2	\$4,588.3
CA-44	4,910	33,770	\$368.4	\$2,135.5	\$873.8	\$4,036.3
CA-45	2,340	49,950	\$191.3	\$3,350.3	\$452.6	\$6,031.9
CA-46	3,090	40,700	\$253.2	\$2,659.3	\$584.3	\$4,535.5
CA-47	1,970	34,300	\$158.5	\$2,116.4	\$370.1	\$3,725.0
CA-48	2,480	49,810	\$198.7	\$3,154.9	\$441.6	\$5,690.3
CA-49	4,080	54,400	\$260.7	\$3,325.8	\$768.3	\$6,070.2
CA-50	4,210	35,740	\$237.8	\$1,754.6	\$597.1	\$3,308.0
CA-51	2,350	30,250	\$99.7	\$1,613.3	\$211.1	\$2,771.2
CA-52	3,310	55,000	\$173.1	\$3,331.6	\$547.2	\$5,891.6
CA-53	1,810	32,400	\$88.9	\$1,796.0	\$233.5	\$3,173.3

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-6. Economic Contribution of the CPG Industry in Colorado, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Colorado	38,150	376,270	\$2,292.4	\$20,094.5	\$4,895.2	\$33,894.3
CO-1	6,710	62,830	\$436.3	\$4,655.1	\$912.5	\$7,414.0
CO-2	6,470	59,060	\$420.4	\$3,184.7	\$1,038.6	\$5,587.7
CO-3	3,600	45,460	\$142.2	\$1,605.5	\$315.5	\$2,910.4
CO-4	11,620	97,210	\$661.6	\$4,489.5	\$1,339.8	\$7,828.2
CO-5	1,500	28,240	\$55.8	\$1,275.1	\$113.4	\$2,047.3
CO-6	2,980	39,390	\$184.2	\$2,343.6	\$331.8	\$3,801.6
CO-7	5,270	44,060	\$392.0	\$2,541.0	\$843.6	\$4,305.1

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-7. Economic Contribution of the CPG Industry in Connecticut, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Connecticut	14,960	172,300	\$2,164.7	\$12,721.9	\$3,170.6	\$19,697.1
CT-1	3,630	40,270	\$229.7	\$2,749.5	\$732.9	\$4,859.6
CT-2	3,120	29,450	\$197.2	\$1,533.6	\$359.9	\$2,562.2
CT-3	3,500	37,820	\$460.9	\$2,559.7	\$577.9	\$3,868.1
CT-4	2,450	33,630	\$986.9	\$3,759.6	\$1,108.3	\$5,110.1
CT-5	2,270	31,120	\$290.0	\$2,119.4	\$391.7	\$3,297.0

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-8. Economic Contribution of the CPG Industry in Delaware, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Delaware	11,640	55,420	\$646.0	\$3,310.5	\$1,279.0	\$6,111.1
DE-1 (At-Large)	11,640	55,420	\$646.0	\$3,310.5	\$1,279.0	\$6,111.1

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-9. Economic Contribution of the CPG Industry in the District of Columbia, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
District of Columbia	1,070	32,610	\$42.0	\$3,063.8	\$77.5	\$4,222.5
DC-1 (At-Large)	1,070	32,610	\$42.0	\$3,063.8	\$77.5	\$4,222.5

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-10. Economic Contribution of the CPG Industry in Florida, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Florida	69,390	1,049,270	\$3,428.4	\$46,915.2	\$9,588.5	\$82,912.6
FL-1	1,070	25,080	\$34.2	\$1,009.6	\$65.6	\$1,784.3
FL-2	3,100	36,720	\$132.8	\$1,354.2	\$250.2	\$2,342.1
FL-3	2,240	27,750	\$123.1	\$997.7	\$371.2	\$1,978.9
FL-4	2,460	46,010	\$159.7	\$2,355.3	\$482.7	\$4,064.7
FL-5	4,600	51,090	\$302.7	\$2,386.9	\$1,739.5	\$5,164.3
FL-6	1,610	31,470	\$75.7	\$1,120.1	\$305.1	\$2,106.5
FL-7	1,950	38,760	\$76.2	\$1,907.0	\$199.4	\$3,205.4
FL-8	1,280	27,050	\$47.1	\$1,189.3	\$112.0	\$1,984.3
FL-9	2,960	35,150	\$163.4	\$1,498.4	\$316.9	\$2,537.4
FL-10	4,280	57,040	\$170.2	\$2,726.2	\$447.6	\$4,737.0
FL-11	1,980	26,980	\$83.2	\$884.0	\$148.2	\$1,636.4
FL-12	1,530	25,980	\$71.6	\$1,035.9	\$219.2	\$1,882.2
FL-13	1,720	35,500	\$82.1	\$1,696.3	\$312.5	\$3,016.0
FL-14	3,630	56,230	\$225.0	\$2,953.1	\$538.2	\$5,202.3
FL-15	6,590	58,360	\$386.7	\$2,645.3	\$752.9	\$4,630.9
FL-16	2,370	39,640	\$157.4	\$1,695.4	\$283.5	\$2,902.5
FL-17	1,440	32,720	\$75.7	\$1,275.4	\$148.5	\$2,148.6
FL-18	2,180	33,990	\$91.9	\$1,473.6	\$158.5	\$2,554.4
FL-19	1,390	29,120	\$42.3	\$1,318.5	\$78.1	\$2,189.1
FL-20	2,970	44,000	\$182.7	\$2,137.7	\$441.9	\$3,684.4
FL-21	1,830	30,390	\$62.9	\$1,361.7	\$164.8	\$2,323.1
FL-22	2,450	49,190	\$110.3	\$2,376.8	\$308.0	\$3,976.3
FL-23	1,840	34,120	\$79.6	\$1,574.9	\$169.0	\$2,762.3
FL-24	4,400	50,870	\$199.2	\$2,186.3	\$801.9	\$4,190.6
FL-25	4,330	58,500	\$185.2	\$2,705.4	\$528.3	\$4,734.8
FL-26	1,250	24,130	\$37.2	\$1,003.9	\$94.7	\$1,724.3
FL-27	1,960	43,440	\$70.2	\$2,045.9	\$149.8	\$3,449.6

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-11. Economic Contribution of the CPG Industry in Georgia, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Georgia	89,360	677,670	\$6,301.6	\$36,075.3	\$18,528.6	\$68,744.3
GA-1	3,030	35,380	\$172.1	\$1,615.7	\$302.2	\$2,789.9
GA-2	9,790	52,020	\$542.4	\$2,484.0	\$1,061.3	\$4,190.2
GA-3	2,920	34,220	\$161.6	\$1,343.6	\$236.7	\$2,292.9
GA-4	3,060	33,520	\$206.9	\$1,561.1	\$370.7	\$2,705.9
GA-5	12,090	83,330	\$2,067.6	\$7,200.1	\$11,453.6	\$20,120.1
GA-6	4,120	56,460	\$309.1	\$4,011.5	\$569.4	\$6,550.3
GA-7	3,950	41,970	\$221.2	\$2,376.4	\$337.0	\$3,890.0
GA-8	7,550	52,030	\$365.7	\$1,976.4	\$572.9	\$3,361.2
GA-9	19,780	83,570	\$896.8	\$3,773.0	\$1,258.9	\$6,099.1
GA-10	4,380	40,290	\$246.3	\$1,654.1	\$429.3	\$2,836.8
GA-11	6,020	54,140	\$377.7	\$3,041.4	\$732.5	\$5,260.0
GA-12	6,170	42,870	\$293.8	\$1,809.1	\$405.5	\$2,985.7
GA-13	3,510	36,120	\$231.5	\$1,797.6	\$462.1	\$3,237.9
GA-14	2,980	31,740	\$208.9	\$1,431.4	\$336.6	\$2,424.4

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-12. Economic Contribution of the CPG Industry in Hawaii, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Hawaii	9,400	79,970	\$419.8	\$3,688.1	\$656.4	\$6,323.4
HI-1	6,160	40,770	\$287.5	\$2,182.0	\$411.7	\$3,653.5
HI-2	3,240	39,200	\$132.3	\$1,506.1	\$244.7	\$2,669.8

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-13. Economic Contribution of the CPG Industry in Idaho, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Idaho	21,770	145,410	\$1,502.5	\$7,549.3	\$2,289.4	\$11,571.9
ID-1	7,050	56,910	\$525.1	\$2,642.2	\$821.7	\$4,232.7
ID-2	14,720	88,490	\$977.4	\$4,907.1	\$1,467.7	\$7,339.2

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-14. Economic Contribution of the CPG Industry in Illinois, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Illinois	110,740	905,610	\$8,071.1	\$54,971.1	\$17,820.4	\$97,090.6
IL-1	2,830	25,740	\$209.6	\$1,516.3	\$465.0	\$2,674.1
IL-2	5,000	32,940	\$342.2	\$1,875.3	\$594.7	\$3,143.8
IL-3	9,740	57,820	\$878.6	\$3,901.7	\$1,794.9	\$6,807.9
IL-4	6,420	32,380	\$438.8	\$2,042.2	\$878.7	\$3,577.6
IL-5	7,310	59,740	\$528.1	\$4,020.9	\$1,349.0	\$7,075.7
IL-6	4,910	48,530	\$349.2	\$3,166.8	\$712.0	\$5,355.5
IL-7	8,730	85,180	\$618.7	\$6,969.5	\$1,069.1	\$11,032.4
IL-8	4,970	46,480	\$333.6	\$3,293.2	\$622.4	\$5,530.7
IL-9	3,740	40,270	\$246.8	\$2,616.4	\$476.8	\$4,374.5
IL-10	4,560	41,760	\$483.1	\$3,397.5	\$1,387.6	\$6,306.6
IL-11	5,930	48,700	\$424.7	\$2,993.0	\$1,004.1	\$5,302.0
IL-12	6,190	46,050	\$351.7	\$1,903.4	\$701.1	\$3,464.0
IL-13	8,380	68,890	\$845.3	\$3,982.2	\$2,043.8	\$7,591.7
IL-14	6,540	58,160	\$452.3	\$3,372.7	\$1,086.7	\$6,114.1
IL-15	5,340	51,820	\$330.9	\$2,281.0	\$752.8	\$4,098.8
IL-16	6,500	52,850	\$469.3	\$2,513.6	\$1,510.8	\$5,292.8
IL-17	7,740	53,250	\$437.0	\$2,499.7	\$779.9	\$4,580.4
IL-18	5,930	55,070	\$331.2	\$2,625.6	\$591.0	\$4,768.0

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-15. Economic Contribution of the CPG Industry in Indiana, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Indiana	53,880	418,310	\$3,528.2	\$21,928.6	\$9,959.1	\$40,840.3
IN-1	3,750	32,540	\$211.7	\$1,575.7	\$633.0	\$3,184.9
IN-2	6,280	49,130	\$371.9	\$2,515.6	\$934.9	\$4,358.0
IN-3	6,430	51,240	\$370.3	\$2,433.0	\$846.0	\$4,298.0
IN-4	9,730	59,890	\$600.0	\$3,079.6	\$1,722.7	\$5,659.8
IN-5	4,990	43,910	\$319.4	\$2,720.1	\$775.3	\$4,764.1
IN-6	4,820	42,650	\$298.9	\$1,939.9	\$899.8	\$3,686.5
IN-7	6,370	42,440	\$550.9	\$3,127.1	\$2,226.0	\$6,657.4
IN-8	7,350	59,200	\$542.9	\$2,904.8	\$1,242.1	\$5,186.2
IN-9	4,160	37,310	\$262.1	\$1,632.5	\$679.1	\$3,045.4

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-16. Economic Contribution of the CPG Industry in Iowa, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Iowa	62,710	386,300	\$4,209.6	\$19,700.6	\$8,798.6	\$35,947.3
IA-1	15,370	98,250	\$1,056.6	\$4,646.0	\$2,486.8	\$9,046.8
IA-2	16,130	100,860	\$1,106.0	\$4,721.9	\$2,594.2	\$8,979.6
IA-3	10,950	74,480	\$732.6	\$4,171.6	\$1,249.7	\$7,485.5
IA-4	20,260	112,710	\$1,314.5	\$6,161.0	\$2,467.9	\$10,435.4

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-17. Economic Contribution of the CPG Industry in Kansas, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Kansas	38,650	274,950	\$2,423.9	\$13,945.6	\$5,258.3	\$24,080.4
KS-1	20,400	116,140	\$1,208.9	\$5,642.4	\$2,177.7	\$9,307.5
KS-2	7,080	53,870	\$397.8	\$2,273.3	\$905.0	\$4,215.0
KS-3	6,010	54,040	\$462.3	\$3,452.0	\$1,060.7	\$5,865.6
KS-4	5,170	50,900	\$355.0	\$2,578.0	\$1,115.0	\$4,692.4

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-18. Economic Contribution of the CPG Industry in Kentucky, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Kentucky	41,890	305,270	\$2,788.7	\$13,069.8	\$8,807.3	\$26,578.4
KY-1	10,580	61,500	\$580.5	\$2,224.0	\$1,506.3	\$4,530.7
KY-2	8,720	63,520	\$600.1	\$2,508.3	\$2,602.7	\$5,966.4
KY-3	6,140	44,050	\$584.6	\$2,826.4	\$2,007.9	\$5,716.6
KY-4	7,550	56,820	\$499.5	\$2,563.9	\$1,384.7	\$4,842.4
KY-5	4,340	35,250	\$228.9	\$1,107.6	\$383.7	\$2,015.6
KY-6	4,570	44,140	\$295.2	\$1,839.5	\$921.9	\$3,506.7

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-19. Economic Contribution of the CPG Industry in Louisiana, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Louisiana	23,450	222,110	\$1,165.7	\$10,299.7	\$3,178.0	\$20,993.1
LA-1	4,520	38,330	\$233.0	\$1,883.5	\$595.2	\$3,568.1
LA-2	4,480	39,970	\$262.6	\$2,217.3	\$738.2	\$4,986.8
LA-3	4,060	38,680	\$200.2	\$1,718.8	\$507.7	\$3,568.7
LA-4	3,940	33,940	\$157.0	\$1,460.2	\$306.2	\$2,691.2
LA-5	4,110	38,770	\$197.5	\$1,516.6	\$701.7	\$3,088.3
LA-6	2,340	32,420	\$115.4	\$1,503.3	\$329.0	\$3,090.1

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-20. Economic Contribution of the CPG Industry in Maine, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Maine	10,360	82,350	\$540.9	\$3,592.8	\$1,061.0	\$5,998.0
ME-1	5,040	41,730	\$268.6	\$1,961.8	\$516.4	\$3,265.6
ME-2	5,320	40,630	\$272.3	\$1,631.0	\$544.6	\$2,732.4

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-21. Economic Contribution of the CPG Industry in Maryland, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Maryland	26,540	262,770	\$1,606.3	\$15,004.5	\$4,235.0	\$26,434.9
MD-1	5,600	44,830	\$286.6	\$1,965.5	\$678.3	\$3,528.4
MD-2	5,000	40,910	\$354.2	\$2,419.9	\$1,026.6	\$4,481.8
MD-3	4,170	43,790	\$253.4	\$2,707.6	\$678.6	\$4,703.7
MD-4	1,810	19,350	\$88.0	\$993.3	\$181.9	\$1,715.7
MD-5	1,080	17,430	\$52.8	\$827.6	\$115.2	\$1,516.2
MD-6	2,540	28,270	\$149.3	\$1,717.4	\$380.5	\$2,863.0
MD-7	3,860	37,300	\$269.9	\$2,201.4	\$759.1	\$3,912.6
MD-8	2,500	30,900	\$152.1	\$2,171.8	\$415.0	\$3,713.4

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-22. Economic Contribution of the CPG Industry in Massachusetts, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Massachusetts	39,180	381,890	\$2,494.0	\$24,387.8	\$4,318.6	\$37,249.9
MA-1	3,430	39,760	\$196.1	\$1,902.8	\$324.2	\$2,938.4
MA-2	3,450	37,940	\$207.0	\$1,969.7	\$339.0	\$3,084.6
MA-3	5,000	40,390	\$316.2	\$2,562.6	\$527.1	\$3,793.0
MA-4	3,610	42,580	\$277.7	\$2,563.8	\$497.0	\$3,917.1
MA-5	2,890	36,230	\$190.8	\$2,687.4	\$498.7	\$4,223.5
MA-6	5,560	53,590	\$371.1	\$3,297.9	\$638.5	\$5,068.1
MA-7	4,540	43,530	\$232.1	\$3,554.5	\$398.6	\$5,417.7
MA-8	5,990	52,830	\$450.4	\$4,116.3	\$693.2	\$6,152.9
MA-9	4,720	35,040	\$252.7	\$1,732.8	\$402.2	\$2,654.6

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-23. Economic Contribution of the CPG Industry in Michigan, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Michigan	58,940	565,060	\$3,728.0	\$28,794.0	\$7,839.5	\$48,786.2
MI-1	5,620	40,120	\$275.4	\$1,485.5	\$444.3	\$2,559.2
MI-2	9,140	61,350	\$555.4	\$2,898.2	\$1,039.3	\$4,852.9
MI-3	8,520	64,130	\$688.8	\$3,283.3	\$1,682.9	\$5,825.1
MI-4	2,010	32,190	\$114.6	\$1,327.3	\$199.0	\$2,266.7
MI-5	2,800	30,180	\$165.9	\$1,288.7	\$400.1	\$2,313.5
MI-6	8,200	67,100	\$592.4	\$3,097.2	\$1,232.4	\$5,511.2
MI-7	4,010	44,080	\$290.1	\$2,086.9	\$589.1	\$3,609.1
MI-8	2,690	31,930	\$164.4	\$1,680.3	\$351.2	\$2,876.5
MI-9	2,490	32,190	\$128.5	\$1,956.0	\$283.7	\$3,198.5
MI-10	3,350	34,350	\$198.1	\$1,563.2	\$345.0	\$2,619.1
MI-11	2,650	39,090	\$164.3	\$2,628.3	\$396.4	\$4,107.2
MI-12	1,910	27,450	\$92.6	\$1,635.0	\$156.6	\$2,598.7
MI-13	2,750	27,180	\$146.0	\$1,639.6	\$346.5	\$2,723.5
MI-14	2,790	33,720	\$151.8	\$2,224.4	\$373.0	\$3,725.2

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-24. Economic Contribution of the CPG Industry in Minnesota, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Minnesota	59,480	482,790	\$4,232.5	\$27,346.6	\$7,479.8	\$45,037.5
MN-1	17,920	107,540	\$1,220.0	\$5,075.2	\$2,122.7	\$8,815.6
MN-2	7,170	57,310	\$628.9	\$3,286.8	\$1,055.3	\$5,747.0
MN-3	3,900	51,120	\$306.9	\$4,021.5	\$563.1	\$6,402.1
MN-4	3,610	41,840	\$238.6	\$2,789.4	\$485.5	\$4,436.9
MN-5	4,640	53,580	\$344.3	\$4,244.1	\$709.9	\$6,572.8
MN-6	5,140	49,460	\$346.9	\$2,380.6	\$649.5	\$3,990.4
MN-7	14,750	91,520	\$1,024.3	\$4,301.6	\$1,680.2	\$6,779.2
MN-8	2,360	30,420	\$122.6	\$1,247.4	\$213.6	\$2,293.5

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-25. Economic Contribution of the CPG Industry in Mississippi, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Mississippi	28,040	167,430	\$1,148.1	\$6,577.8	\$2,149.0	\$11,827.7
MS-1	2,910	38,620	\$136.4	\$1,422.9	\$561.5	\$2,754.3
MS-2	6,860	39,400	\$283.4	\$1,583.9	\$479.4	\$2,881.6
MS-3	14,210	61,750	\$542.6	\$2,499.4	\$793.5	\$4,186.1
MS-4	4,060	27,660	\$185.7	\$1,071.4	\$314.5	\$2,005.7

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-26. Economic Contribution of the CPG Industry in Missouri, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Missouri	57,630	465,030	\$4,220.4	\$21,792.9	\$9,390.4	\$39,135.3
MO-1	10,070	66,700	\$1,010.0	\$4,787.2	\$2,948.6	\$8,750.9
MO-2	3,760	43,920	\$342.6	\$2,819.6	\$994.1	\$4,857.0
MO-3	4,420	47,310	\$294.8	\$1,827.9	\$706.3	\$3,425.7
MO-4	5,040	48,250	\$269.2	\$1,488.1	\$463.9	\$2,808.4
MO-5	4,840	47,660	\$292.5	\$2,645.9	\$607.9	\$4,463.7
MO-6	11,040	82,590	\$817.7	\$3,219.7	\$1,603.0	\$6,072.5
MO-7	13,540	86,730	\$942.6	\$3,608.7	\$1,466.8	\$6,076.8
MO-8	4,910	41,870	\$251.0	\$1,395.7	\$599.7	\$2,680.2

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-27. Economic Contribution of the CPG Industry in Montana, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Montana	5,310	63,070	\$209.1	\$2,357.0	\$382.0	\$4,094.8
MT-1 (At-Large)	5,310	63,070	\$209.1	\$2,357.0	\$382.0	\$4,094.8

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-28. Economic Contribution of the CPG Industry in Nebraska, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Nebraska	40,540	258,650	\$2,305.3	\$15,206.7	\$4,707.3	\$25,077.1
NE-1	12,700	84,410	\$753.5	\$4,758.2	\$1,604.3	\$7,744.0
NE-2	9,470	58,060	\$562.3	\$3,934.1	\$1,183.9	\$6,551.8
NE-3	18,380	116,180	\$989.5	\$6,514.3	\$1,919.1	\$10,781.3

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-29. Economic Contribution of the CPG Industry in Nevada, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Nevada	10,050	114,970	\$457.9	\$5,493.4	\$859.0	\$9,569.4
NV-1	3,340	36,900	\$143.9	\$1,786.6	\$236.0	\$3,019.1
NV-2	3,260	36,290	\$161.0	\$1,702.6	\$351.2	\$3,001.1
NV-3	2,610	28,240	\$115.5	\$1,357.3	\$206.0	\$2,357.9
NV-4	820	13,530	\$37.6	\$646.8	\$65.7	\$1,191.3

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-30. Economic Contribution of the CPG Industry in New Hampshire, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
New Hampshire	5,940	68,910	\$328.9	\$3,601.1	\$735.6	\$5,689.2
NH-1	3,740	36,300	\$239.4	\$1,992.1	\$543.8	\$3,209.2
NH-2	2,200	32,610	\$89.5	\$1,609.1	\$191.7	\$2,480.0

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-31. Economic Contribution of the CPG Industry in New Jersey, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
New Jersey	60,950	516,020	\$5,782.1	\$35,087.0	\$10,781.8	\$56,559.7
NJ-1	6,620	40,030	\$401.5	\$2,230.7	\$672.7	\$3,583.3
NJ-2	5,980	43,650	\$354.6	\$2,026.7	\$544.1	\$3,300.8
NJ-3	3,510	36,590	\$245.4	\$1,986.4	\$432.1	\$3,261.9
NJ-4	3,730	34,390	\$231.6	\$1,848.4	\$473.8	\$3,147.5
NJ-5	2,630	34,460	\$257.3	\$2,304.3	\$463.6	\$3,615.3
NJ-6	5,140	46,120	\$405.9	\$3,135.1	\$1,015.3	\$5,285.3
NJ-7	5,240	56,610	\$801.4	\$4,568.1	\$1,445.9	\$7,253.1
NJ-8	4,570	36,560	\$319.1	\$2,641.9	\$525.0	\$4,064.2
NJ-9	10,190	60,380	\$1,033.0	\$4,304.4	\$1,788.1	\$6,818.9
NJ-10	4,510	36,510	\$466.3	\$2,588.0	\$1,035.3	\$4,400.2
NJ-11	5,020	49,880	\$621.7	\$4,113.5	\$1,304.0	\$6,654.6
NJ-12	3,820	40,850	\$644.4	\$3,339.5	\$1,081.9	\$5,174.6

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

**Table C-32. Economic Contribution of the CPG Industry in
New Mexico, 2017**

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
New Mexico	8,740	90,450	\$406.7	\$3,604.9	\$740.9	\$6,696.1
NM-1	3,210	28,150	\$147.4	\$1,243.6	\$337.2	\$2,273.2
NM-2	3,480	31,210	\$163.4	\$1,279.0	\$237.6	\$2,397.5
NM-3	2,050	31,090	\$95.9	\$1,082.2	\$166.1	\$2,025.5

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-33. Economic Contribution of the CPG Industry in New York, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
New York	95,640	983,920	\$6,861.1	\$64,761.1	\$16,970.4	\$113,299.1
NY-1	2,400	27,960	\$141.3	\$1,622.4	\$416.3	\$2,865.0
NY-2	4,320	30,630	\$273.7	\$1,880.0	\$688.3	\$3,304.0
NY-3	3,770	48,470	\$372.1	\$3,291.9	\$1,334.8	\$6,050.3
NY-4	2,580	27,310	\$217.2	\$1,741.5	\$302.6	\$2,776.2
NY-5	1,470	16,880	\$65.7	\$895.0	\$121.3	\$1,500.3
NY-6	1,040	15,550	\$38.7	\$724.9	\$86.9	\$1,324.3
NY-7	3,930	37,930	\$184.1	\$2,676.9	\$508.7	\$4,575.5
NY-8	2,020	18,580	\$87.2	\$823.0	\$209.4	\$1,518.5
NY-9	1,310	15,090	\$52.3	\$658.4	\$111.5	\$1,156.9
NY-10	4,650	64,930	\$251.0	\$7,653.7	\$905.4	\$12,730.1
NY-11	1,240	17,100	\$49.5	\$777.8	\$94.8	\$1,373.0
NY-12	6,250	97,540	\$404.1	\$12,205.2	\$1,583.0	\$20,611.6
NY-13	730	11,490	\$29.7	\$828.5	\$101.3	\$1,501.8
NY-14	3,950	34,140	\$196.9	\$1,628.8	\$488.0	\$3,049.6
NY-15	2,020	17,700	\$96.4	\$865.9	\$172.9	\$1,476.3
NY-16	2,610	22,440	\$505.3	\$1,595.8	\$626.2	\$2,484.1
NY-17	4,330	43,440	\$868.3	\$3,462.6	\$1,319.1	\$5,571.1
NY-18	3,050	32,360	\$240.7	\$1,740.6	\$631.6	\$3,136.7
NY-19	5,140	47,670	\$288.6	\$1,957.4	\$871.3	\$3,792.6
NY-20	3,270	36,520	\$215.1	\$2,052.5	\$425.5	\$3,568.8
NY-21	3,080	41,180	\$183.5	\$1,820.6	\$697.3	\$3,497.0
NY-22	4,240	38,140	\$268.4	\$1,573.9	\$486.0	\$2,869.3
NY-23	8,120	62,990	\$478.2	\$2,694.8	\$1,409.7	\$5,214.6
NY-24	4,870	44,530	\$411.8	\$2,416.6	\$947.6	\$4,369.4
NY-25	4,560	41,880	\$254.7	\$2,461.6	\$803.9	\$4,410.4
NY-26	4,740	41,600	\$310.7	\$2,278.0	\$618.6	\$4,041.5
NY-27	5,960	49,860	\$375.9	\$2,433.0	\$1,008.1	\$4,530.1

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-34. Economic Contribution of the CPG Industry in North Carolina, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
North Carolina	86,960	699,340	\$5,887.2	\$36,756.0	\$25,291.9	\$75,592.6
NC-1	7,200	53,720	\$423.7	\$2,801.4	\$2,224.1	\$6,139.4
NC-2	5,890	52,790	\$419.3	\$2,737.6	\$2,783.5	\$6,657.4
NC-3	6,350	44,580	\$294.7	\$1,999.4	\$1,270.1	\$4,032.3
NC-4	3,530	45,640	\$337.2	\$2,995.4	\$1,331.9	\$5,866.3
NC-5	9,010	68,240	\$737.3	\$3,474.3	\$7,262.6	\$11,581.3
NC-6	5,870	60,160	\$485.8	\$2,943.6	\$3,245.9	\$7,216.1
NC-7	10,730	61,950	\$511.7	\$2,953.1	\$1,192.9	\$5,174.7
NC-8	8,220	63,750	\$507.7	\$3,114.5	\$1,073.4	\$5,248.9
NC-9	11,240	57,590	\$582.7	\$3,153.1	\$1,043.1	\$5,055.1
NC-10	4,800	47,430	\$431.1	\$2,246.5	\$800.8	\$3,701.3
NC-11	4,000	41,220	\$224.7	\$1,614.7	\$556.1	\$2,808.5
NC-12	6,300	56,990	\$579.2	\$4,408.2	\$1,197.1	\$7,612.6
NC-13	3,840	45,290	\$352.1	\$2,314.1	\$1,310.7	\$4,498.8

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-35. Economic Contribution of the CPG Industry in North Dakota, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
North Dakota	5,930	60,090	\$414.5	\$3,316.4	\$860.9	\$6,045.5
ND-1 (At-Large)	5,930	60,090	\$414.5	\$3,316.4	\$860.9	\$6,045.5

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-36. Economic Contribution of the CPG Industry in Ohio, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Ohio	91,840	806,640	\$6,254.9	\$40,525.1	\$20,267.8	\$78,934.5
OH-1	8,870	65,470	\$986.0	\$4,343.6	\$4,703.9	\$10,122.8
OH-2	4,980	49,940	\$394.2	\$2,846.2	\$1,648.6	\$5,743.1
OH-3	5,950	47,070	\$460.0	\$2,887.8	\$1,330.7	\$5,386.3
OH-4	6,540	59,890	\$407.8	\$2,565.8	\$1,137.6	\$4,966.0
OH-5	8,430	61,120	\$511.4	\$2,895.7	\$1,285.4	\$5,179.9
OH-6	6,850	53,370	\$351.0	\$1,849.6	\$811.9	\$3,760.9
OH-7	9,320	67,470	\$518.4	\$2,683.9	\$1,244.6	\$5,159.2
OH-8	7,450	56,580	\$455.9	\$2,594.5	\$1,444.1	\$5,258.0
OH-9	2,680	29,390	\$161.3	\$1,593.2	\$524.0	\$3,062.3
OH-10	3,220	36,180	\$178.7	\$1,772.8	\$531.1	\$3,138.4
OH-11	4,210	46,540	\$234.7	\$2,836.3	\$650.1	\$5,098.8
OH-12	4,740	53,130	\$283.5	\$2,639.0	\$960.6	\$4,847.0
OH-13	2,570	30,670	\$123.5	\$1,409.6	\$419.3	\$2,584.5
OH-14	4,440	50,140	\$335.4	\$2,644.8	\$1,417.7	\$5,426.1
OH-15	4,560	49,610	\$369.1	\$2,480.0	\$1,099.8	\$4,747.4
OH-16	7,030	50,070	\$484.0	\$2,482.4	\$1,058.5	\$4,453.7

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-37. Economic Contribution of the CPG Industry in Oklahoma, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Oklahoma	21,260	219,540	\$1,111.3	\$9,776.3	\$2,358.8	\$17,679.6
OK-1	3,220	38,120	\$189.4	\$2,456.9	\$334.3	\$4,085.2
OK-2	6,320	53,970	\$292.9	\$1,688.7	\$611.3	\$3,196.6
OK-3	5,790	51,980	\$307.7	\$2,091.8	\$567.7	\$3,678.4
OK-4	2,050	31,850	\$97.0	\$1,171.7	\$233.5	\$2,117.3
OK-5	3,870	43,610	\$224.3	\$2,367.2	\$611.9	\$4,602.2

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-38. Economic Contribution of the CPG Industry in Oregon, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Oregon	41,860	299,770	\$2,087.2	\$15,081.0	\$3,719.6	\$24,438.4
OR-1	6,620	56,050	\$352.7	\$3,396.3	\$580.9	\$5,669.4
OR-2	11,310	70,000	\$548.6	\$3,014.4	\$1,008.3	\$4,905.5
OR-3	9,070	62,240	\$473.8	\$3,634.6	\$913.4	\$5,830.1
OR-4	5,800	50,050	\$262.4	\$2,076.2	\$496.7	\$3,386.2
OR-5	9,060	61,440	\$449.7	\$2,959.5	\$720.3	\$4,647.3

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-39. Economic Contribution of the CPG Industry in Pennsylvania, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Pennsylvania	109,280	873,960	\$7,009.5	\$47,885.6	\$15,612.4	\$81,871.9
PA-1	4,510	36,560	\$297.4	\$2,940.6	\$523.2	\$4,377.3
PA-2	1,220	27,230	\$74.2	\$2,305.4	\$146.0	\$3,639.5
PA-3	4,250	39,970	\$256.4	\$1,868.8	\$519.4	\$3,223.1
PA-4	11,830	69,780	\$713.3	\$3,555.9	\$1,457.2	\$6,021.8
PA-5	4,480	37,780	\$280.8	\$1,574.6	\$782.8	\$3,121.2
PA-6	4,220	43,320	\$302.0	\$2,768.8	\$961.4	\$4,845.5
PA-7	7,460	62,220	\$518.9	\$3,859.5	\$1,078.6	\$6,582.2
PA-8	7,340	53,940	\$411.6	\$2,948.3	\$1,117.2	\$5,109.1
PA-9	5,000	45,910	\$296.5	\$1,883.3	\$526.8	\$3,225.9
PA-10	8,140	61,060	\$498.2	\$2,239.7	\$1,077.7	\$4,238.8
PA-11	9,350	61,120	\$616.3	\$2,990.0	\$1,673.5	\$5,547.2
PA-12	3,220	36,560	\$180.7	\$1,877.3	\$324.6	\$3,072.3
PA-13	3,580	34,380	\$278.5	\$2,315.4	\$823.7	\$4,066.9
PA-14	3,090	39,010	\$156.6	\$2,624.3	\$273.1	\$4,228.0
PA-15	11,010	68,140	\$808.4	\$3,904.1	\$1,613.2	\$6,387.4
PA-16	12,260	76,140	\$855.8	\$4,111.9	\$1,667.1	\$6,752.5
PA-17	6,020	49,930	\$362.0	\$2,355.6	\$880.5	\$4,038.8
PA-18	2,300	30,920	\$102.1	\$1,762.2	\$166.3	\$3,394.5

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-40. Economic Contribution of the CPG Industry in Rhode Island, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Rhode Island	5,430	46,330	\$267.0	\$2,512.1	\$417.3	\$4,037.8
RI-1	2,590	22,290	\$118.5	\$1,251.3	\$174.3	\$1,973.5
RI-2	2,840	24,030	\$148.4	\$1,260.8	\$243.1	\$2,064.3

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-41. Economic Contribution of the CPG Industry in South Carolina, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
South Carolina	29,380	242,240	\$1,798.3	\$10,963.1	\$4,043.9	\$19,715.1
SC-1	1,380	20,530	\$70.8	\$970.2	\$188.3	\$1,737.4
SC-2	3,520	31,950	\$352.4	\$1,611.2	\$808.4	\$2,981.8
SC-3	7,850	43,240	\$426.6	\$1,720.0	\$953.8	\$3,233.5
SC-4	3,350	33,080	\$248.8	\$1,755.8	\$651.6	\$3,109.8
SC-5	6,030	41,610	\$321.9	\$1,809.6	\$647.1	\$3,109.6
SC-6	3,850	41,790	\$212.9	\$1,911.0	\$492.2	\$3,430.2
SC-7	3,410	30,050	\$164.9	\$1,185.3	\$302.5	\$2,112.8

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-42. Economic Contribution of the CPG Industry in South Dakota, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
South Dakota	11,380	88,250	\$885.2	\$4,315.4	\$969.3	\$7,267.3
SD-1 (At-Large)	11,380	88,250	\$885.2	\$4,315.4	\$969.3	\$7,267.3

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-43. Economic Contribution of the CPG Industry in Tennessee, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Tennessee	52,290	436,940	\$3,746.9	\$22,075.7	\$10,164.3	\$40,378.5
TN-1	5,430	46,170	\$338.3	\$1,778.0	\$806.6	\$3,257.5
TN-2	4,020	41,670	\$276.8	\$2,035.7	\$606.3	\$3,437.7
TN-3	7,550	52,160	\$503.3	\$2,640.1	\$1,056.4	\$4,568.0
TN-4	10,020	60,200	\$631.2	\$2,424.8	\$1,667.7	\$4,915.5
TN-5	5,760	53,820	\$379.1	\$3,669.0	\$1,776.9	\$6,795.4
TN-6	5,030	49,930	\$273.6	\$1,884.7	\$817.9	\$3,593.2
TN-7	2,030	30,090	\$123.8	\$1,540.3	\$265.5	\$2,553.0
TN-8	7,780	55,440	\$577.2	\$2,739.6	\$1,244.5	\$4,866.5
TN-9	4,680	47,460	\$643.6	\$3,363.4	\$1,922.4	\$6,391.7

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-44. Economic Contribution of the CPG Industry in Texas, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Texas	144,790	1,726,120	\$7,883.6	\$87,689.4	\$19,254.2	\$159,696.2
TX-1	6,890	53,950	\$316.8	\$2,343.8	\$551.7	\$3,937.3
TX-2	2,150	42,290	\$114.6	\$3,074.8	\$271.9	\$5,235.1
TX-3	2,370	36,440	\$156.3	\$2,339.1	\$414.1	\$4,025.4
TX-4	10,220	84,150	\$576.9	\$2,882.7	\$1,142.6	\$5,371.3
TX-5	3,150	46,150	\$189.8	\$1,852.9	\$513.0	\$3,534.2
TX-6	3,150	41,350	\$187.8	\$1,913.1	\$636.9	\$3,713.3
TX-7	2,230	47,310	\$102.1	\$3,584.0	\$201.6	\$6,240.8
TX-8	2,170	43,070	\$100.6	\$1,853.3	\$201.3	\$3,255.4
TX-9	2,190	31,410	\$114.4	\$1,987.2	\$294.4	\$3,341.2
TX-10	3,870	54,590	\$187.5	\$2,444.3	\$410.4	\$4,242.8
TX-11	3,450	59,900	\$209.2	\$2,661.8	\$404.5	\$4,840.6
TX-12	3,720	51,540	\$250.5	\$2,663.0	\$631.4	\$4,658.3
TX-13	13,680	98,400	\$707.2	\$4,402.7	\$1,456.8	\$8,036.9
TX-14	1,950	32,910	\$106.0	\$1,684.5	\$346.3	\$4,386.9
TX-15	3,620	44,290	\$150.8	\$1,433.2	\$302.8	\$2,514.9
TX-16	2,420	29,050	\$108.3	\$1,209.2	\$261.4	\$2,192.6
TX-17	6,810	62,820	\$351.2	\$2,392.5	\$672.9	\$4,502.5
TX-18	5,740	58,810	\$355.7	\$4,267.1	\$1,136.6	\$7,589.6
TX-19	4,820	61,740	\$228.0	\$2,733.1	\$545.9	\$5,000.4
TX-20	2,360	27,510	\$123.8	\$1,476.8	\$218.1	\$2,473.1
TX-21	4,840	63,280	\$237.8	\$3,095.4	\$588.5	\$5,432.0
TX-22	2,680	42,050	\$146.0	\$2,029.1	\$471.3	\$3,944.3
TX-23	2,410	36,110	\$115.3	\$1,574.8	\$241.7	\$2,857.5
TX-24	5,010	81,370	\$295.9	\$5,355.3	\$1,000.1	\$9,359.3
TX-25	3,140	51,670	\$143.6	\$2,150.6	\$347.6	\$3,890.6
TX-26	1,660	33,770	\$97.5	\$1,615.5	\$209.0	\$2,789.7
TX-27	3,470	47,830	\$156.9	\$1,849.4	\$307.0	\$3,787.9
TX-28	2,520	31,080	\$132.5	\$1,203.3	\$293.2	\$2,167.9
TX-29	4,560	30,790	\$281.7	\$2,221.3	\$621.8	\$4,125.6
TX-30	4,740	49,960	\$287.2	\$3,164.0	\$814.7	\$5,647.9

(continued on next page)

Table C-44. Economic Contribution of the CPG Industry in Texas, 2017, continued

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
TX-31	1,360	27,490	\$61.5	\$1,418.2	\$155.8	\$2,523.7
TX-32	4,100	53,850	\$257.4	\$3,708.2	\$643.3	\$6,557.7
TX-33	8,510	60,390	\$581.5	\$3,665.9	\$1,760.1	\$6,977.4
TX-34	3,190	36,630	\$143.9	\$1,263.6	\$284.5	\$2,216.3
TX-35	4,500	43,400	\$244.3	\$2,351.6	\$679.3	\$4,202.7
TX-36	1,150	28,800	\$63.2	\$1,823.9	\$221.7	\$4,123.0

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-45. Economic Contribution of the CPG Industry in Utah, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Utah	22,700	201,350	\$1,323.9	\$9,233.9	\$2,523.7	\$15,965.7
UT-1	9,110	60,970	\$543.0	\$2,437.5	\$1,066.3	\$4,336.2
UT-2	6,120	62,460	\$341.1	\$2,987.3	\$650.0	\$5,191.0
UT-3	3,150	37,820	\$194.1	\$1,725.9	\$355.5	\$2,913.8
UT-4	4,320	40,100	\$245.7	\$2,083.2	\$451.9	\$3,524.8

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-46. Economic Contribution of the CPG Industry in Vermont, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Vermont	8,500	54,600	\$461.6	\$2,249.6	\$631.0	\$3,632.7
VT-1 (At-Large)	8,500	54,600	\$461.6	\$2,249.6	\$631.0	\$3,632.7

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-47. Economic Contribution of the CPG Industry in Virginia, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Virginia	50,040	456,170	\$2,814.5	\$23,276.8	\$17,166.9	\$50,645.9
VA-1	3,090	31,370	\$168.3	\$1,356.4	\$483.3	\$2,582.1
VA-2	4,920	32,140	\$213.9	\$1,472.2	\$495.1	\$2,562.0
VA-3	5,020	37,690	\$247.3	\$1,845.0	\$974.1	\$3,553.7
VA-4	6,080	51,460	\$523.3	\$2,987.4	\$6,008.3	\$10,093.5
VA-5	5,300	59,740	\$276.5	\$2,158.8	\$1,064.4	\$4,403.1
VA-6	12,660	74,530	\$694.0	\$3,369.0	\$1,769.6	\$5,644.9
VA-7	2,670	36,090	\$206.3	\$2,129.0	\$4,840.3	\$8,022.7
VA-8	1,810	27,550	\$71.5	\$2,253.8	\$215.5	\$3,578.3
VA-9	3,500	35,730	\$193.2	\$918.7	\$612.9	\$2,505.2
VA-10	3,830	46,340	\$179.8	\$2,933.2	\$570.7	\$4,832.3
VA-11	1,170	23,540	\$40.5	\$1,853.4	\$132.8	\$2,868.0

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-48. Economic Contribution of the CPG Industry in Washington, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Washington	55,600	454,800	\$3,110.9	\$26,838.1	\$5,977.9	\$45,578.3
WA-1	5,350	48,630	\$280.6	\$3,000.2	\$687.1	\$5,428.1
WA-2	4,040	34,650	\$182.4	\$1,799.7	\$346.9	\$3,294.5
WA-3	4,850	42,010	\$237.5	\$2,100.7	\$491.7	\$3,626.6
WA-4	13,460	82,080	\$757.9	\$4,535.7	\$1,179.4	\$6,715.6
WA-5	3,770	38,820	\$174.3	\$1,845.0	\$322.8	\$3,073.9
WA-6	2,710	26,660	\$106.7	\$1,211.1	\$226.1	\$2,171.3
WA-7	6,880	56,180	\$536.4	\$4,337.1	\$1,062.0	\$7,353.8
WA-8	4,840	43,880	\$289.8	\$2,476.9	\$555.8	\$4,123.1
WA-9	7,310	57,380	\$423.8	\$4,279.1	\$855.4	\$7,563.2
WA-10	2,400	24,500	\$121.5	\$1,252.6	\$250.6	\$2,228.2

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-49. Economic Contribution of the CPG Industry in West Virginia, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
West Virginia	5,590	69,350	\$256.0	\$2,563.6	\$541.6	\$5,124.2
WV-1	1,480	23,710	\$70.2	\$967.8	\$206.9	\$2,023.8
WV-2	3,170	30,280	\$148.6	\$1,011.3	\$287.8	\$1,946.2
WV-3	940	15,360	\$37.2	\$584.5	\$46.8	\$1,154.2

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-50. Economic Contribution of the CPG Industry in Wisconsin, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Wisconsin	87,590	588,730	\$6,228.2	\$30,323.3	\$11,825.1	\$51,373.8
WI-1	10,680	63,290	\$996.5	\$3,530.6	\$2,124.4	\$6,265.2
WI-2	8,230	70,590	\$526.9	\$3,776.2	\$1,011.1	\$6,322.1
WI-3	11,420	86,880	\$711.2	\$3,660.9	\$1,297.8	\$6,481.7
WI-4	8,270	46,130	\$542.3	\$3,044.8	\$1,054.6	\$5,034.8
WI-5	7,800	56,460	\$548.4	\$3,191.2	\$1,165.1	\$5,464.1
WI-6	13,900	89,780	\$1,209.7	\$4,755.9	\$2,094.3	\$7,845.3
WI-7	11,430	83,120	\$649.6	\$3,445.7	\$1,163.2	\$5,956.2
WI-8	15,850	92,480	\$1,043.6	\$4,917.9	\$1,914.5	\$8,004.3

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Table C-51. Economic Contribution of the CPG Industry in Wyoming, 2017

State / Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Wyoming	2,080	28,790	\$89.3	\$1,205.1	\$216.3	\$2,673.8
WY-1 (At-Large)	2,080	28,790	\$89.3	\$1,205.1	\$216.3	\$2,673.8

Source: PwC calculations using the IMPLAN model and data from the Census Bureau and the Bureau of Labor Statistics.

Note: 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) Total contribution includes direct, indirect, induced, and downstream contributions. Direct contributions are those occurring directly within the CPG industry. Indirect contributions are those occurring within other businesses as part of the supply chain to the CPG industry. Induced contributions are those arising from household spending of income earned from the CPG industry or its supply chain. Downstream contributions reflect activities of the downstream distribution channel involved in transporting, warehousing, and retailing packaged goods to final consumers.

Appendix D: Methodology

We have relied on the IMPLAN model to calculate the economic contributions of the US CPG industry.⁷ IMPLAN is a modeling system developed for estimating economic impacts and is similar to the Regional Input-Output Modeling System developed by the US Department of Commerce. The model is primarily based on government data sources.

IMPLAN is 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, further increasing demand that ripples 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 SAM (Social Accounting Matrix) multiplier captures the direct and indirect effects. 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).

Economic multipliers are often used to measure the overall change in production that would result from a marginal increase in a particular industry. For example, a value added multiplier converts a \$1 million increase in output of the CPG industry into the total change in value added throughout the supply chain. Because some suppliers of US CPG companies might rely on CPG companies for inputs, a marginal change in the CPG industry could lead to an additional change in CPG activity attributable to the goods it provides its suppliers throughout the economy. For example, a supplier to the CPG industry may purchase food and beverages for use in its break room.

While this impact is appropriate to include when modeling a marginal change, when evaluating the overall contribution of the industry these indirect, own-industry impacts should be excluded to prevent double-counting. Therefore, we have adjusted the IMPLAN model results to exclude any indirect or induced effects taking place within the CPG industry.

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

Economic contributions are reported at 2017 levels.

⁷ IMPLAN is a product of IMPLAN Group, LLC.