



Economic Contribution of the US Consumer Packaged Goods Industry

Prepared for the Consumer Brands Association

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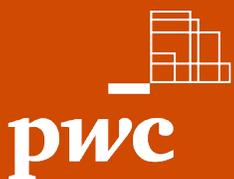


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Executive Summary

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, beverage, 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, dividend payout, 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 (“CBA”) 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 2022, the latest year for which historical data are currently available.

The report finds that in 2022 the US CPG industry *directly*:

- Provided **2.7 million jobs**
- Generated **\$195.2 billion of labor income**
- Contributed **\$389.6 billion of gross domestic product** (referred to as “GDP” or “value added”)

Including *indirect* and *induced* effects from both operational and capital spending and the industry’s *downstream* effect, the US CPG industry in 2022 supported

- **22.3 million jobs**
- **\$1.5 trillion of labor income**
- **\$2.5 trillion of GDP**

For each direct job, the CPG industry supports an average of 7.3 additional US jobs, for a multiplier of 8.3. Similarly, for each dollar of labor income paid by the US CPG industry, \$6.40 are paid in labor income elsewhere in the US economy. For every dollar of value added by the US CPG industry, an additional \$5.50 are produced (see **Table E-1**, below).

Overall employment directly and indirectly attributable to the CPG industry represented 10.5 percent of total US employment in 2022. The industry’s total labor income contribution represented a slightly smaller share of the US total, at 9.5 percent, and the industry’s total GDP contribution as a share of national GDP was 9.9 percent.

¹ Measured at the 3-digit NAICS code level.

Table E-1. Economic Activity Directly and Indirectly Attributable to the US CPG Industry, 2022

Item	Direct National Contribution	Percent of US Economy	Total National Contribution	Percent of US Economy	Total/Direct ("Multiplier") ⁽³⁾
Employment (Jobs) ⁽¹⁾	2,681,250	1.3%	22,273,000	10.5%	8.3
Labor Income (\$Billion) ⁽²⁾	\$195.2	1.3%	\$1,448.7	9.5%	7.4
Value Added (\$Billion)	\$389.6	1.5%	\$2,544.7	9.9%	6.5

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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

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

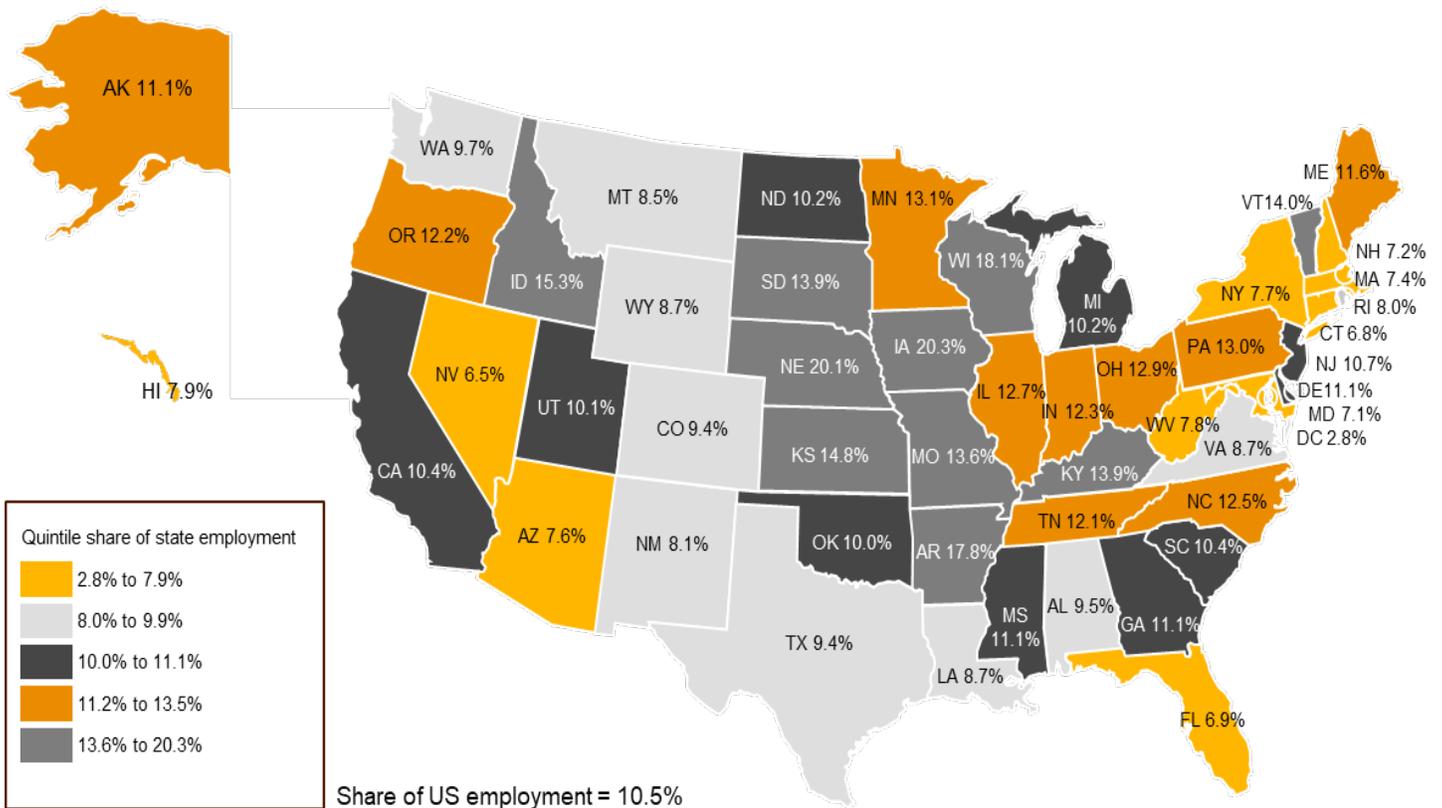
3. Economic multiplier represents the overall contribution (including direct, indirect, induced, and downstream contributions) relative to the direct contribution.

The average labor income directly earned per job in the CPG industry was approximately \$72,800 in 2022, compared to \$71,600 across the entire US economy. The CPG industry directly generated approximately \$145,300 in value added per job in 2022. By comparison, across the entire US economy the average value added per job was approximately \$121,200 in the same year.

The economic contribution of the CPG industry can be seen across the United States. In 38 states the industry directly and indirectly supported at least 100,000 jobs in 2022. California alone had 2.6 million jobs supported by the CPG industry, which also supported over 1 million jobs in three other states: Texas, Pennsylvania, and Illinois. The share of employment supported by the CPG industry (including direct, indirect, induced, and downstream contributions) ranges from 2.8 percent in the District of Columbia to 20.3 percent in Iowa (see **Figure E-1**, on the next page).



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



Source: PwC calculations.

Across all 50 states and the District of Columbia, the per capita labor income *directly* attributable to the CPG industry was \$586 in 2022. The top 15 states by per capita CPG labor income in 2022 were Nebraska (\$2,040), Iowa (\$1,871), Wisconsin (\$1,462), South Dakota (\$1,299), Kansas (\$1,255), Alaska (\$1,248), Arkansas (\$1,247), Idaho (\$1,028), Minnesota (\$1,023), Vermont (\$902), Kentucky (\$847), Illinois (\$840), Missouri (\$833), Delaware (\$822), and Indiana (\$742).

At the congressional district level, the number of jobs *directly* attributable to the CPG industry in 2022 was no less than 200 in any district and exceeded 5,000 in 221 congressional districts. Including direct, indirect, induced, and downstream effects, the number of jobs directly and indirectly supported by the industry in 2022 ranged from a low of 11,130 (NY-13) to a high of 128,010 (IA-4), averaging 51,000 jobs per congressional district. A total of 201 congressional districts exceeded the average.

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

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, beverage, 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 this industry and its supply chain spend the income 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 each of these components.

The Consumer Brands Association (“CBA”) engaged PwC to provide a report that estimates the contribution of the CPG industry at the United States national, state, and congressional district levels for 2022, the latest year for which historical data are currently available. The report relies on a well-established methodology based on government data. Specifically, economic contribution is measured in terms of employment, labor income, and value added (i.e., contribution to gross domestic product or GDP). 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 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 are provided in the appendices, along with an overview of the methodology.



² Measured at the 3-digit NAICS code level.

³ Operating expenditures are the costs on noncapital inputs (such as materials, rent, and utilities) for a company to run its business operations daily. 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 (see **Table 1**, below):

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

Table 1. Sector Composition of the CPG Industry

Detailed Subsector	NAICS Code
Beverage manufacturing	3121
Flour milling	311211
Rice milling	311212
Malt manufacturing	311213
Wet corn milling	311221
Soybean and other oilseed processing	311224
Fats and oils refining and blending	311225
Breakfast cereal manufacturing	311230
Beet sugar manufacturing	311313
Sugar cane mills and refining	311314
Non-chocolate confectionery manufacturing	311340
Chocolate and confectionery manufacturing from cacao beans	311351
Confectionery manufacturing from purchased chocolate	311352
Frozen fruits, juices, and vegetables manufacturing	311411
Frozen specialties manufacturing	311412
Canned fruits and vegetables manufacturing	311421
Canned specialties	311422
Dehydrated food products manufacturing	311423
Fluid milk manufacturing	311511
Creamery butter manufacturing	311512
Cheese manufacturing	311513
Dry, condensed, and evaporated dairy product manufacturing	311514

Detailed Subsector	NAICS Code
Ice cream and frozen dessert manufacturing	311520
Animal, except poultry, slaughtering	311611
Meat processed from carcasses	311612
Rendering and meat byproduct processing	311613
Poultry processing	311615
Seafood product preparation and packaging	3117
Bread and bakery product manufacturing	311811-2
Frozen cakes and other pastries manufacturing	311813
Cookie, cracker, and pasta manufacturing	311821
Dry pasta, mixes, and dough manufacturing	311824
Tortilla manufacturing	31183
Roasted nuts and peanut butter manufacturing	311911
Other snack food manufacturing	311919
Coffee and tea manufacturing	31192
Flavoring syrup and concentrate manufacturing	31193
Mayonnaise, dressing, and sauce manufacturing	311941
Spice and extract manufacturing	311942
All other food manufacturing	31199
Dog and cat food manufacturing	311111
Other animal food manufacturing	311119
Sanitary paper product manufacturing	322291
All other converted paper product manufacturing	322299
Medicinal and botanical manufacturing (OTC)	325411
Pharmaceutical preparation manufacturing (OTC)	325412
In-vitro diagnostic substance manufacturing (OTC)	325413
Biological product (except diagnostic) manufacturing (OTC)	325414
Soap and other detergent manufacturing	325611
Polish and other sanitation good manufacturing	325612
Surface active agent manufacturing	325613
Toilet preparation manufacturing	32562

III. Economic Contribution of the US Consumer Packaged Goods Industry

The total economic contribution of the US CPG industry includes its own employment and output (**direct contribution**) and its effect 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 a variety of industries, such 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 their purchases of fertilizer and other farm supplies. Similarly, the cardboard 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 effects described above, there are consumption effects on other sectors of the economy. The CPG industry 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, it 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 that is attributable to the distribution of consumer packaged goods. In distributing packaged goods to final consumers, downstream retailers incur additional nonmerchandise supplier expenditure, such as payments for utilities and rent. This spending generates additional economic contribution that goes beyond the distribution channel.



The CPG industry has a “ripple effect” that reverberates throughout the economy. Economists have built models to measure these effects, summarized in economic multipliers. Employment multipliers model how many jobs in total are supported as a result of 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.

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.

As presented in **Table 2**, below, the CPG industry directly generated 2.7 million jobs in 2022, paying labor income of \$195.2 billion (or \$72,800 per job) and adding \$389.6 billion to the nation's GDP (see **Appendix A** for the CPG industry's direct contribution by detailed subsector).

Table 2. Direct Economic Activity of the US CPG Industry, 2022

Description	Employment ⁽¹⁾	Labor Income ⁽²⁾		Value Added	
	Jobs	Total (\$Billion)	Per Worker (\$Thousand)	Total (\$Billion)	Per Worker (\$Thousand)
CPG Industry Total	2,681,250	\$195.2	\$72.8	\$389.6	\$145.3
Share of National Total	1.3%	1.3%		1.5%	
Share of US Manufacturing	19.8%	14.6%		14.7%	
US Economy	212,442,000	\$15,208.0	\$71.6	\$25,744.1	\$121.2

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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

Relative to the entire US economy, the CPG industry was directly responsible for 1.3 percent of national employment, 1.3 percent of national labor income, and 1.5 percent of national GDP in 2022. Relative to the US manufacturing sector, the CPG industry was directly responsible for 19.8 percent of US manufacturing employment, 14.6 percent of US manufacturing labor income, and 14.7 percent of US manufacturing GDP in 2022.

Value added represents 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 \$145,300 in 2022. By comparison, across the entire US economy the average value added per job was approximately \$121,200 in the same year. The average labor income directly earned per job in the CPG industry was approximately \$72,800 in 2022, compared to \$71,600 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 22.3 million jobs, or 10.5 percent of total US employment. Overall labor income amounted to nearly \$1.5 trillion (9.5 percent of the US total), and value added amounted to over \$2.5 trillion (9.9 percent of the US total). Each job in the CPG industry supports an average of 7.3 additional jobs across the rest of the US economy (for a multiplier of 8.3). Labor income and value added multipliers for the industry are 7.4 and 6.5, respectively.

Table 3. Economic Activity Directly and Indirectly Attributable to the US CPG Industry, 2022

Item	Direct National Contribution	Percent of US Economy	Total National Contribution	Percent of US Economy
Employment (Jobs) ¹	2,681,250	1.3%	22,273,000	10.5%
Labor Income (\$Billion) ²	\$195.2	1.3%	\$1,448.7	9.5%
Value Added (\$Billion)	\$389.6	1.5%	\$2,544.7	9.9%

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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

Table 4. Components of Total Economic Contributions of the US CPG Industry, 2022

	Direct Contribution	Indirect and Induced Contribution		Downstream Contribution	Total Contribution	Total/Direct ("Multiplier") ⁽³⁾
		Operational	Capital			
Employment (Jobs) ⁽¹⁾	2,681,250	8,185,920	423,470	10,982,360	22,273,000	8.3
Labor Income (\$Billion) ⁽²⁾	\$195.2	\$552.5	\$34.1	\$666.9	\$1,448.7	7.4
Value Added (\$Billion)	\$389.6	\$985.9	\$52.6	\$1,116.7	\$2,544.7	6.5

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau. Detail may not add to totals due to rounding.

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

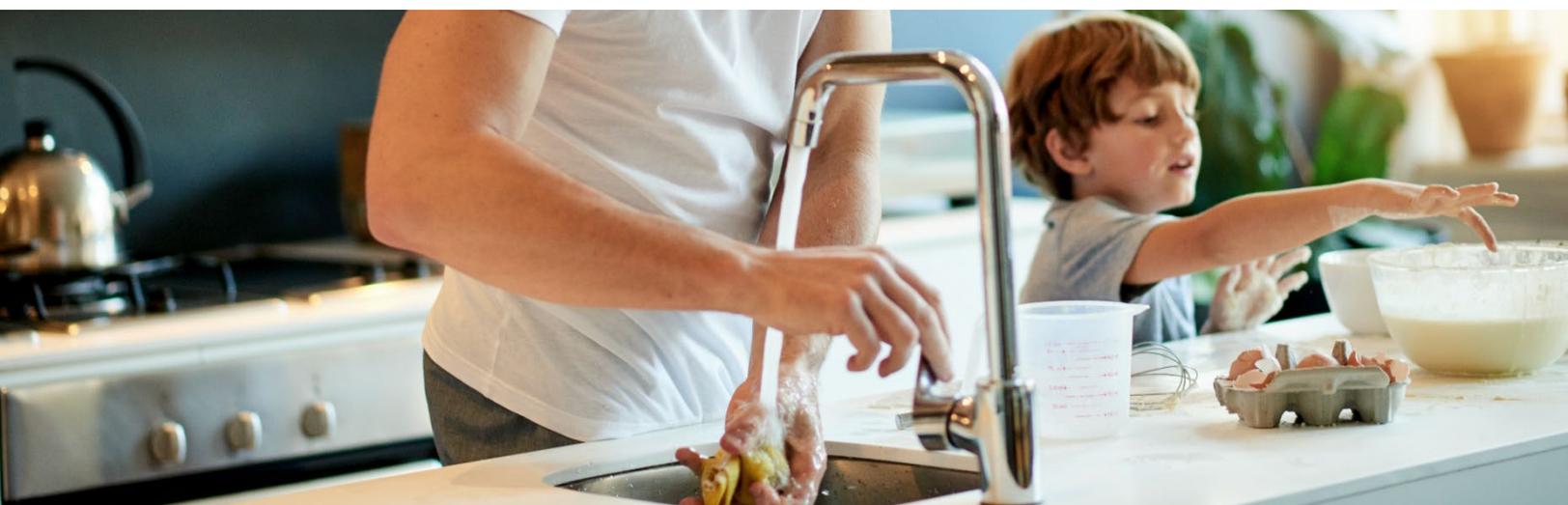
2. Labor income is defined as wages and salaries and benefits as well as proprietors' income.

3. 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 range of other industries. For employment, 36.1 percent of the indirect and induced contribution attributable to the industry's operational expenditures (i.e., the costs on noncapital inputs such as materials, rent, and utilities for companies to run their business operations daily) is in the services sector. Another 21.4 percent is in the agriculture sector. The indirect and induced effect on employment attributable to the industry's capital expenditures (i.e., the expenditures companies use to purchase major physical goods or services that will be used for more than one year) is mostly concentrated in the services, manufacturing, construction, and wholesale and retail trade sectors. Over 50 percent of the downstream effect on employment is in the services sector (see **Table 5a**, below).

In terms of labor income, 37.3 percent of the indirect and induced contribution attributable to the industry's operational expenditures is in the services sector, and 15.6 percent is in the wholesale and retail trade sectors. The indirect and induced contribution to labor income attributable to the industry's capital expenditures is mostly concentrated in the services and manufacturing sectors. About 75 percent of the downstream contribution to labor income is in the wholesale and retail trade and services sectors (see **Table 5b**, below).

Summarizing value added, the services sector accounted for over a fourth of the indirect and induced contribution attributable to the industry's operational expenditures. Finance, insurance, real estate, and rental and leasing activity accounted for 18.8 percent, followed by wholesale and retail trade at 16.7 percent. Almost half of the indirect and induced contribution to value added attributable to the industry's capital expenditures is derived from the manufacturing and



services sectors. The wholesale and retail trade sector also has a large downstream contribution at 44.3 percent, followed by the services sector at 21.3 percent (see **Table 5c**, below).

Table 5a. Distribution of Indirect, Induced, and Downstream Activity Generated by the US CPG Industry, 2022: Employment

Receiving Industries	Indirect and Induced Contribution		Downstream Contribution
	Operational	Capital	
Total (Jobs)	8,185,920	423,470	10,982,360
• Agriculture, forestry, and fishing	21.4%	0.8%	0.6%
• Mining	0.2%	0.2%	0.1%
• Utilities	0.5%	0.3%	0.3%
• Construction	0.8%	13.2%	0.5%
• Manufacturing	5.3%	16.3%	2.0%
• Wholesale and retail trade	14.0%	12.9%	53.4%
• Transportation and warehousing	9.3%	6.1%	9.0%
• Information	1.4%	1.7%	1.1%
• Finance, insurance, real estate, and rental and leasing	9.8%	7.6%	6.8%
• Services	36.1%	40.6%	25.4%
• Other	1.4%	0.3%	0.9%
Total	100.0%	100.0%	100.0%

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and 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, 2022: Labor Income

Receiving Industries	Indirect and Induced Contribution		Downstream Contribution
	Operational	Capital	
Total (\$Billion)	\$552.5	\$34.1	\$666.9
• Agriculture, forestry, and fishing	12.2%	0.4%	0.4%
• Mining	0.4%	0.3%	0.2%
• Utilities	1.4%	0.7%	1.0%
• Construction	0.8%	11.5%	0.5%
• Manufacturing	7.6%	19.8%	2.8%

Receiving Industries	Indirect and Induced Contribution		Downstream Contribution
	Operational	Capital	
• Wholesale and retail trade	15.6%	12.5%	45.1%
• Transportation and warehousing	8.8%	4.6%	8.6%
• Information	3.4%	3.7%	3.1%
• Finance, insurance, real estate, and rental and leasing	10.5%	6.7%	8.1%
• Services	37.3%	39.4%	28.9%
• Other	1.9%	0.4%	1.4%
Total	100.0%	100.0%	100.0%

Source PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022: Value Added

Receiving Industries	Indirect and Induced Contribution		Downstream Contribution
	Operational	Capital	
Total (\$Billion)	\$985.9	\$52.6	\$1,116.7
• Agriculture, forestry, and fishing	13.8%	0.5%	0.5%
• Mining	0.8%	0.8%	0.3%
• Utilities	2.5%	1.5%	1.9%
• Construction	0.6%	8.3%	0.5%
• Manufacturing	8.1%	19.6%	3.3%
• Wholesale and retail trade	16.7%	15.5%	44.3%
• Transportation and warehousing	7.1%	4.2%	6.9%
• Information	4.4%	5.2%	4.2%
• Finance, insurance, real estate, and rental and leasing	18.8%	14.0%	15.8%
• Services	25.8%	30.1%	21.3%
• Other	1.4%	0.3%	1.1%
Total	100.0%	100.0%	100.0%

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

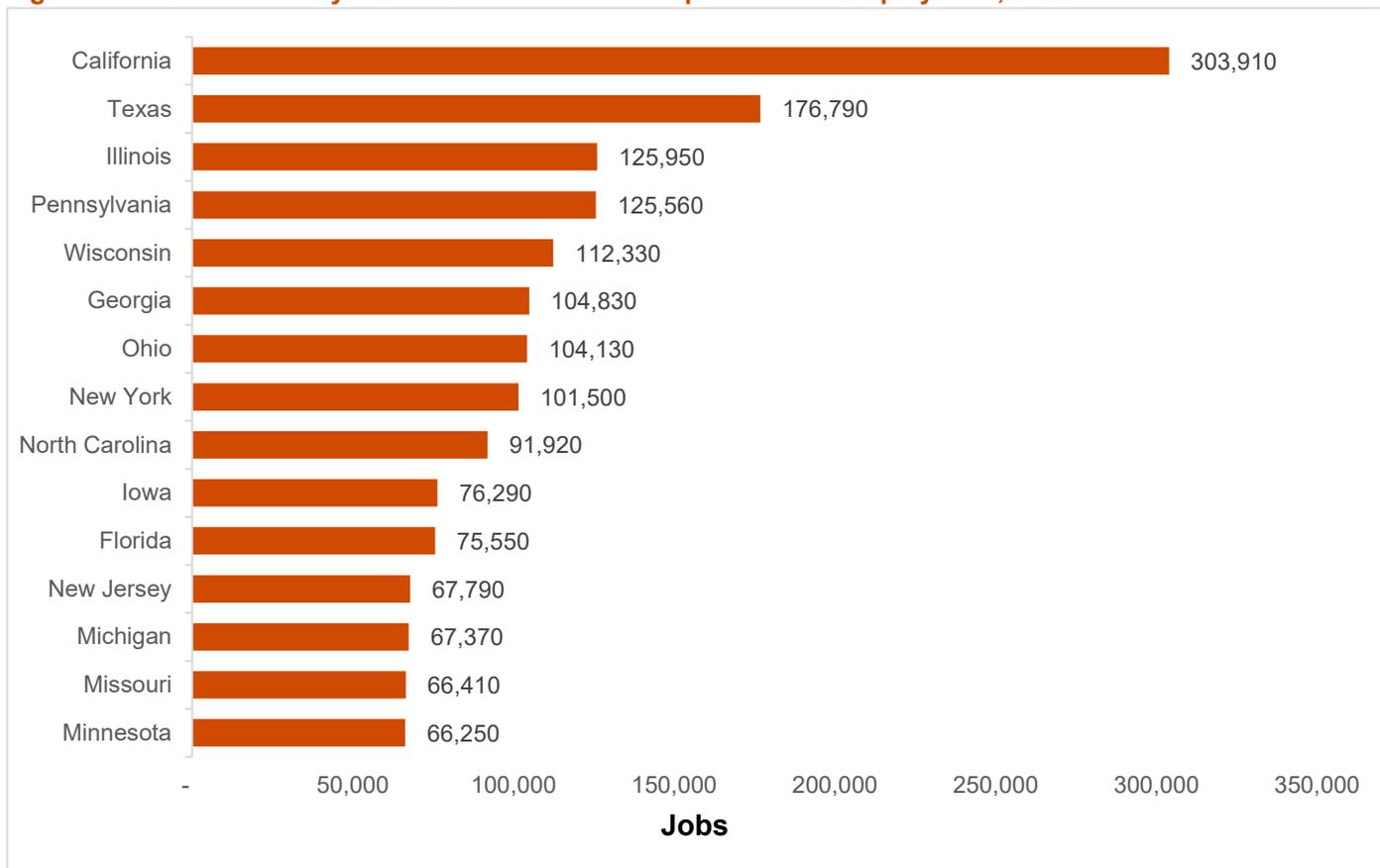
B. State Results

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 producing 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 304,000 jobs, \$22.8 billion of labor income, and \$48.7 billion of value added contributed in 2022. Other states with exceptionally large direct contributions include Texas, Illinois, and Pennsylvania, each with more than 120,000 jobs directly attributable to the CPG industry. These states combine vast areas of productive farmland with packing and processing centers, e.g., Chicago, capable of turning raw agricultural goods into CPG products.

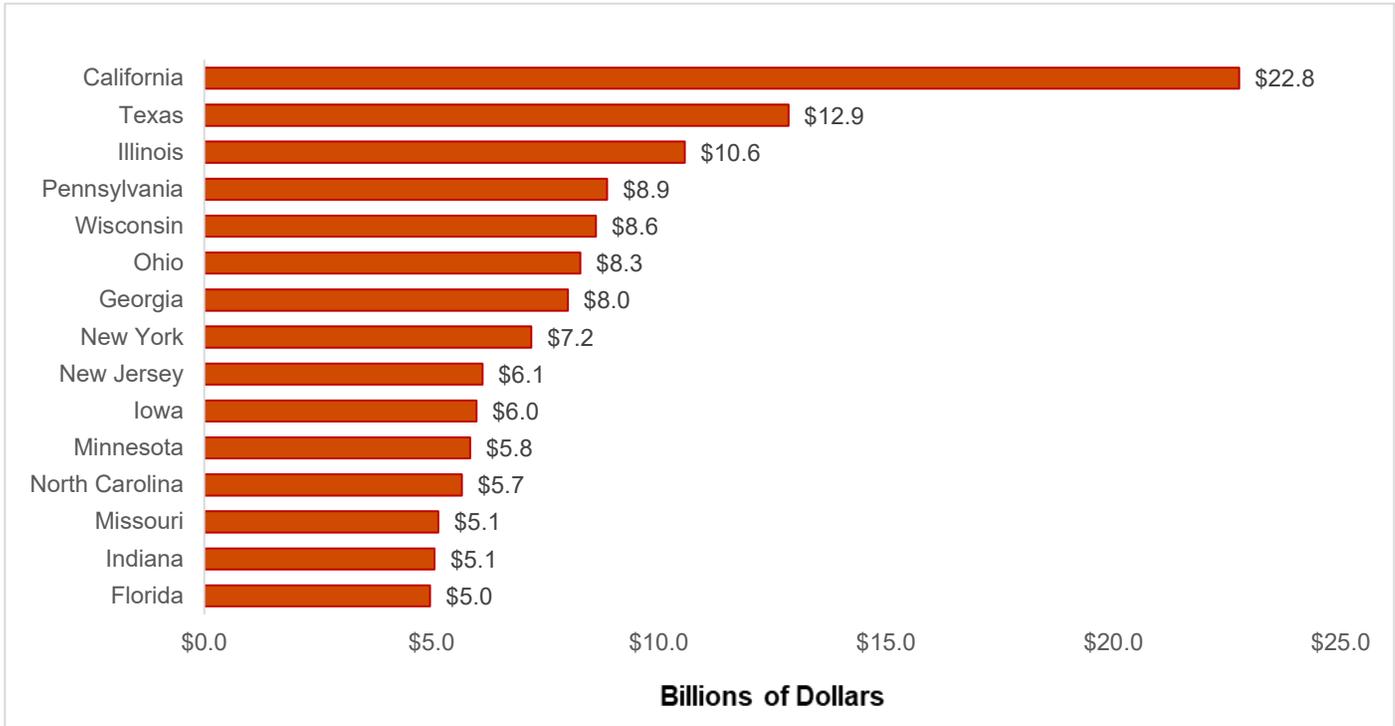
Figure 1. The CPG Industry's Direct Contribution in Top 15 States: Employment, 2022



Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau. See Table B-1 in Appendix B for underlying figures.

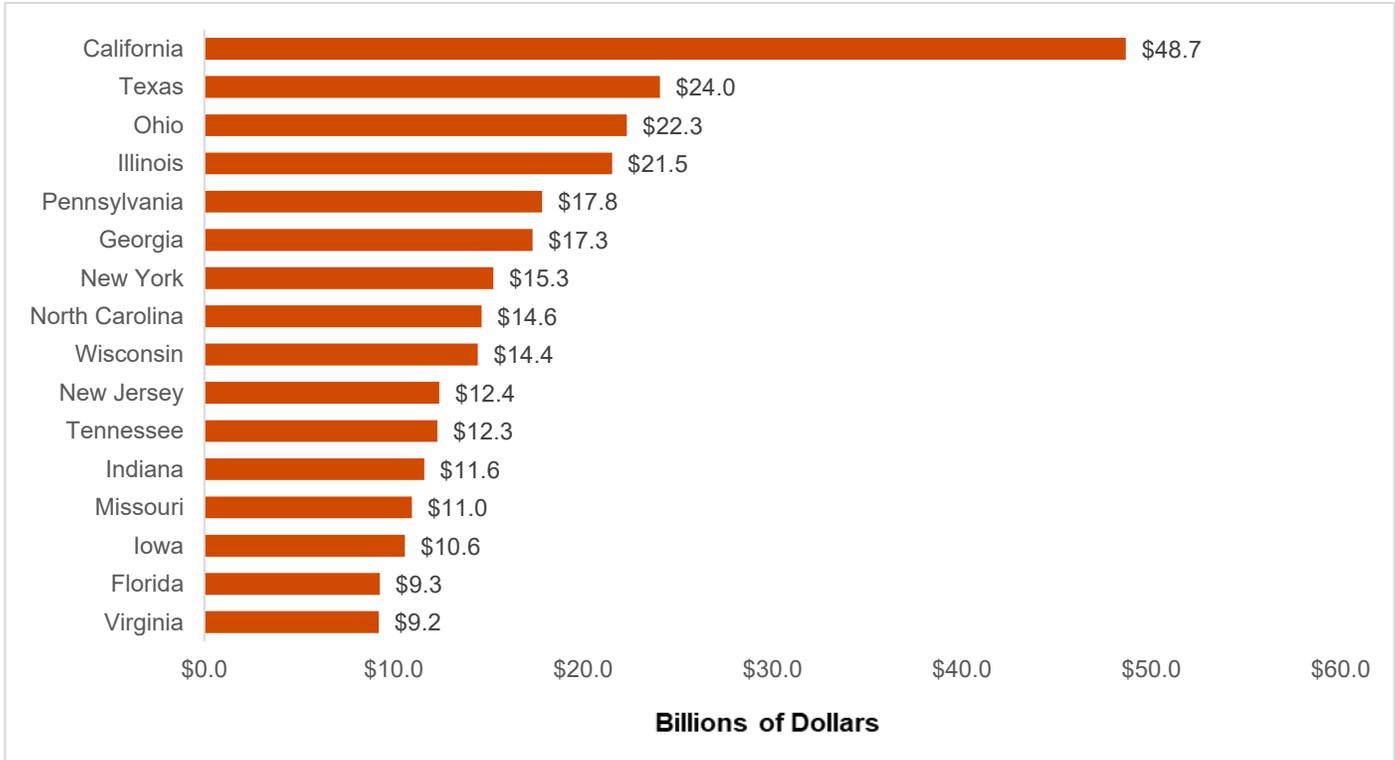
⁵ We have allocated the indirect and induced effects by industry attributable to direct activity in other states based on the overall level of economic activity of that industry in each state.

Figure 2. The CPG Industry's Direct Contribution in Top 15 States: Labor Income, 2022



Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau. See Table B-1 in Appendix B for underlying figures.

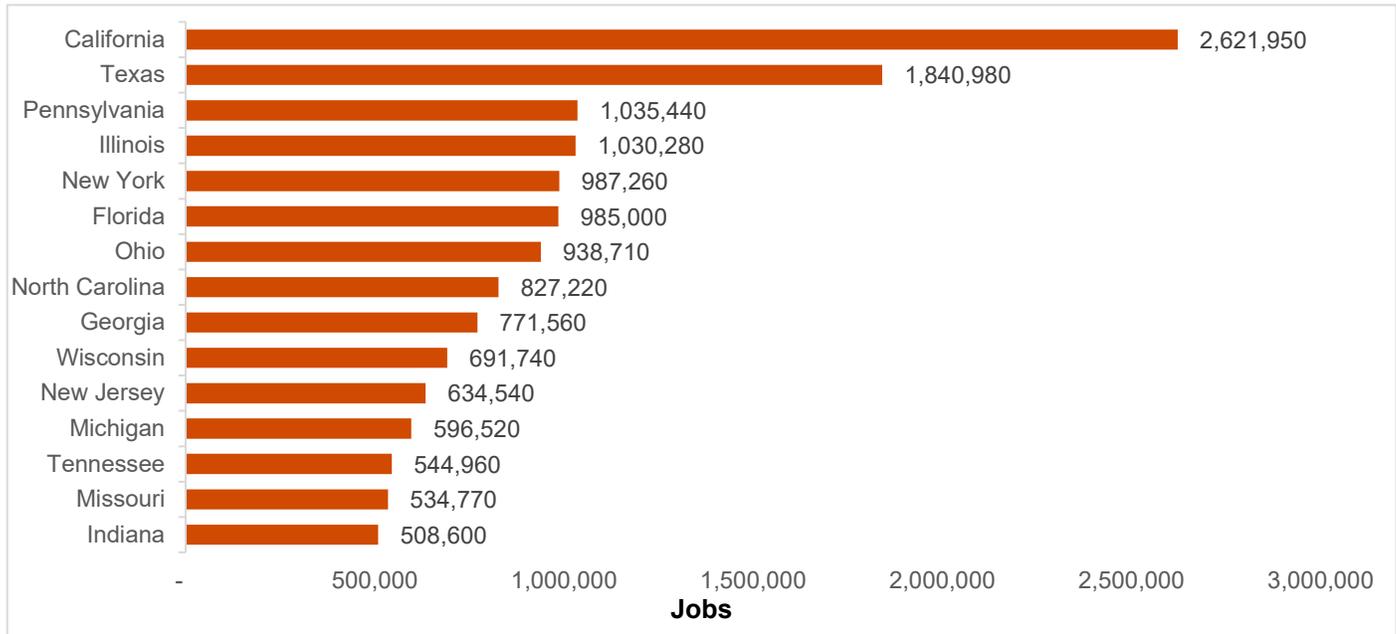
Figure 3. The CPG Industry's Direct Contribution in Top 15 States: Value Added, 2022



Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau. See Table B-1 in Appendix B for underlying figures.

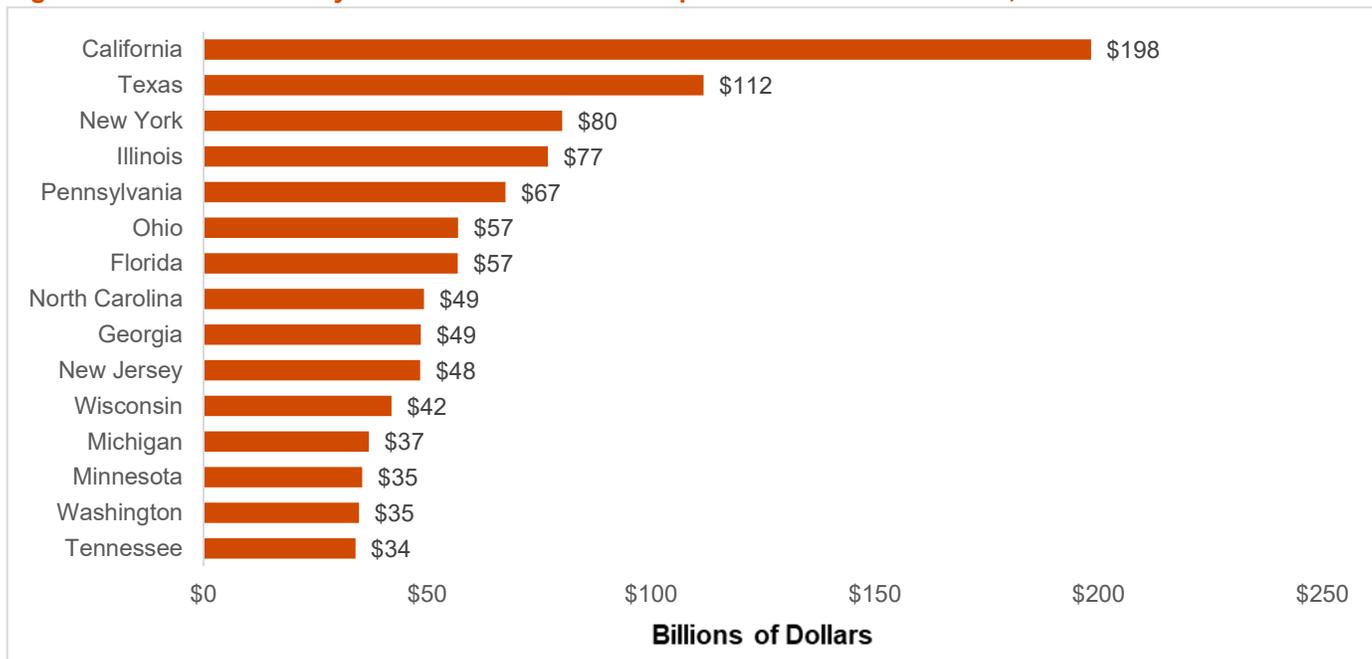
Figures 4 through 9, below, present the total contributions of the CPG industry by state, including direct, indirect, induced, and downstream contributions. Looking at the top 15 states in terms of total employment attributable to the CPG industry, **Figure 4**, below, indicates that California ranks highest by this measure as well, followed by Texas, Pennsylvania, Illinois, and New York. 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, 2022



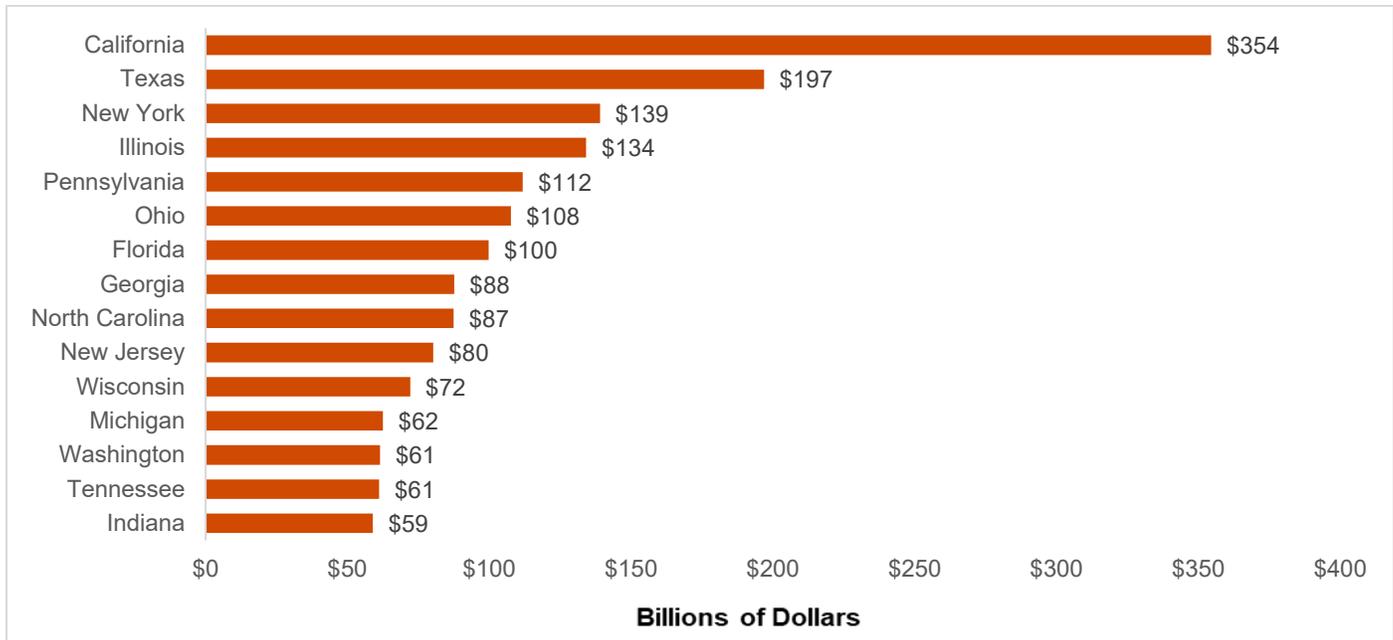
Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau. See Table B-1 in Appendix B for underlying figures.

Figure 5. The CPG Industry’s Total Contribution in Top 15 States: Labor Income, 2022



Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau. See Table B-1 in Appendix B for underlying figures.

Figure 6. The CPG Industry's Total Contribution in Top 15 States: Value Added, 2022

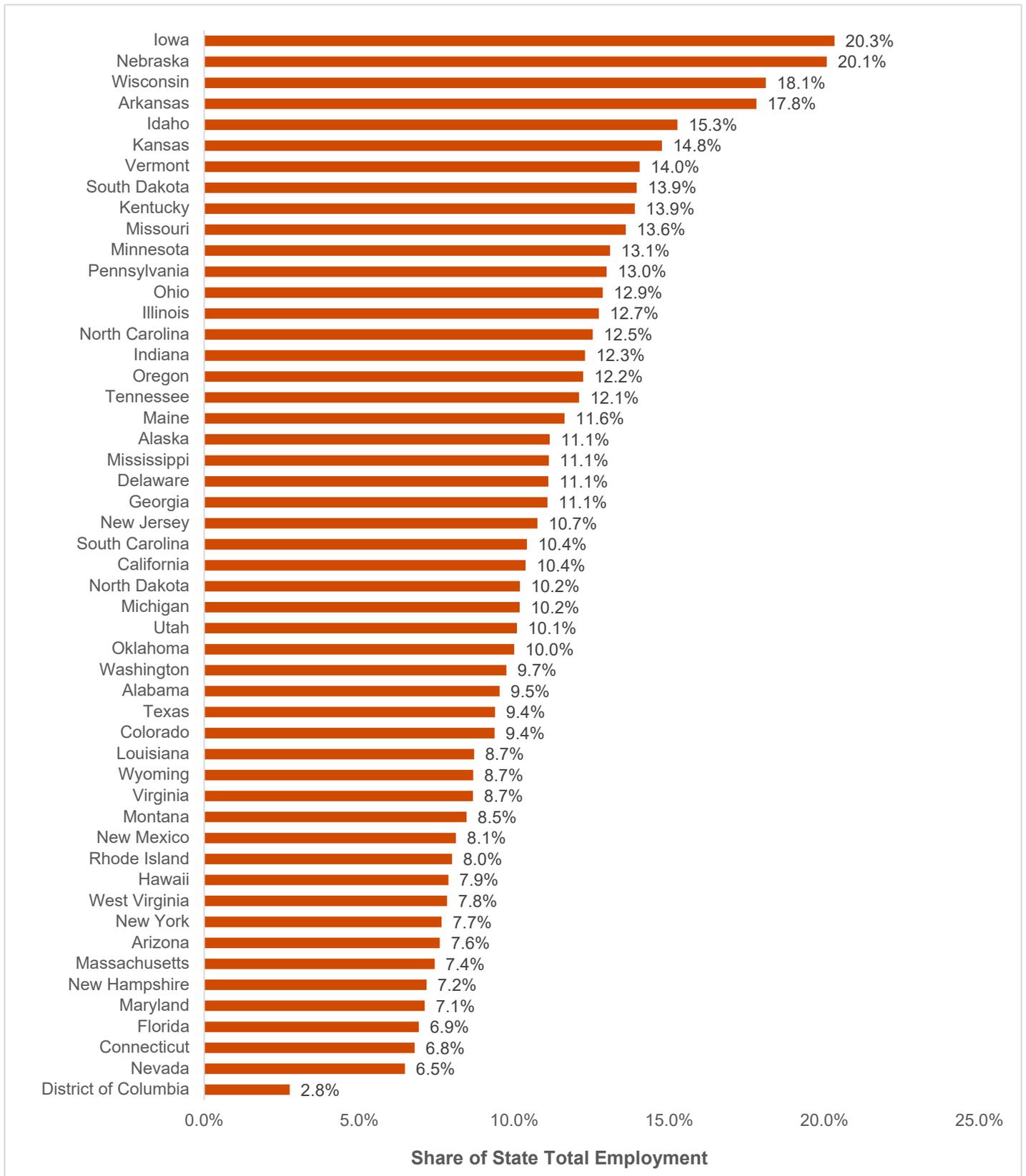


Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau. See Table B-1 in Appendix B for underlying figures.

Evaluating each state in terms of the share of state employment attributable to the CPG industry, **Figure 7**, below, indicates that Iowa ranks highest, followed by Nebraska, Wisconsin, Arkansas, and Idaho. In each of these states, the CPG industry directly and indirectly contributed more than 15 percent of state employment in 2022. 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. Only the District of Columbia had less than 5 percent of its economic activity attributable to the CPG industry.

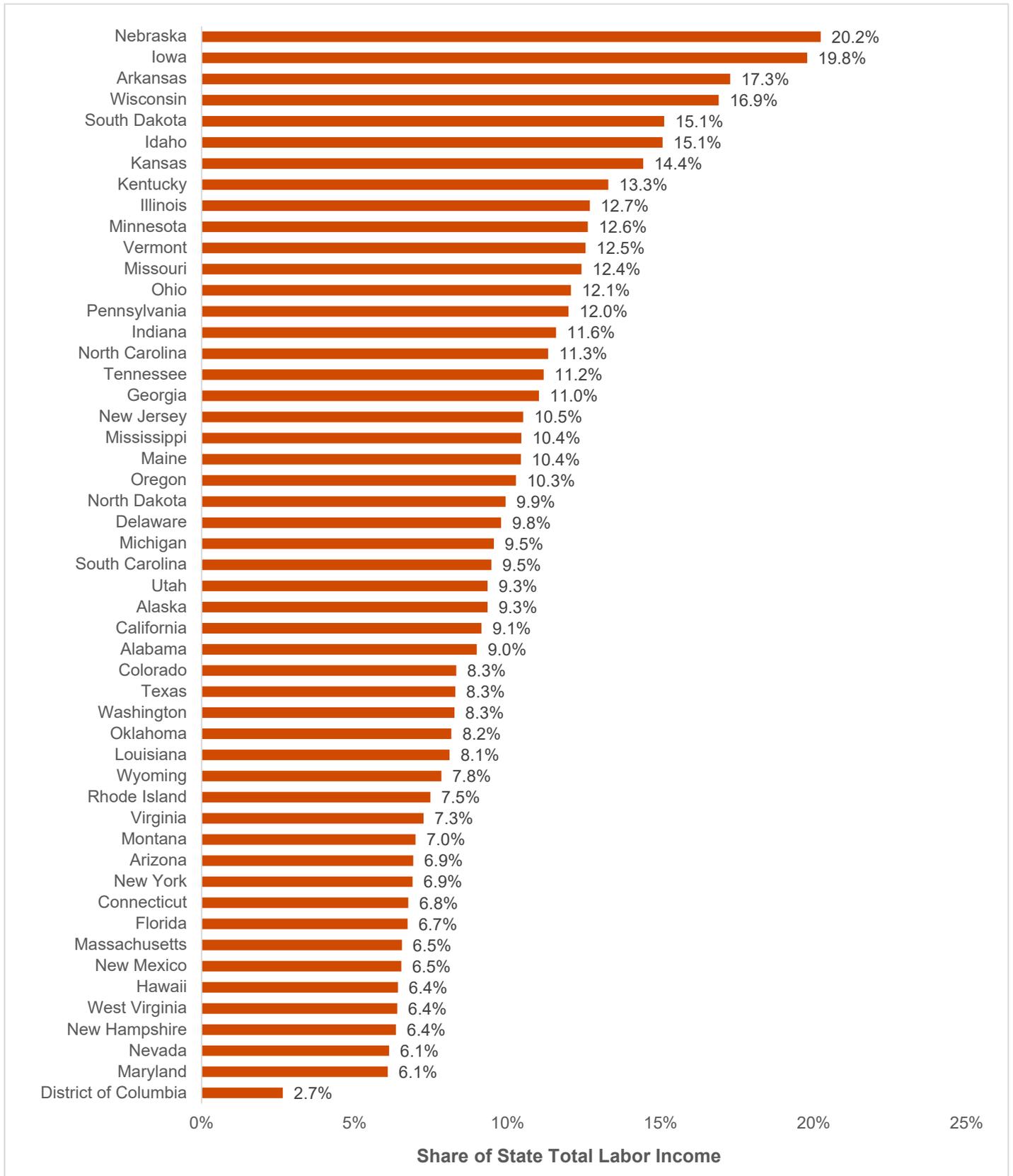


Figure 7. The CPG Industry’s Total Employment Contribution as a Share of State Employment, 2022



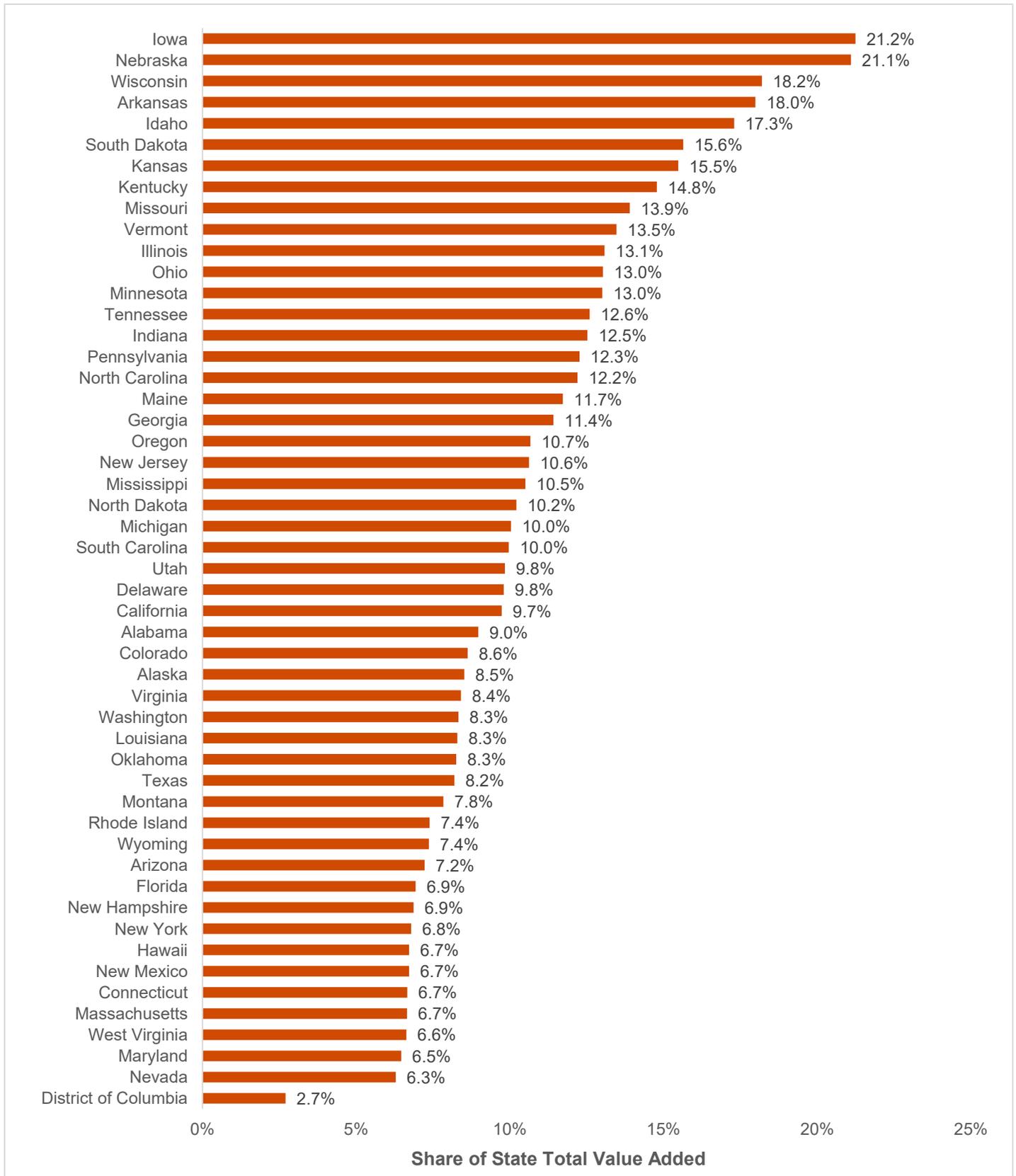
Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau. See Table B-2 in Appendix B for underlying figures.

Figure 8. The CPG Industry’s Total Labor Income Contribution as a Share of State Labor Income, 2022



Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau. 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, 2022



Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau. 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 in 2022 was no less than 200 in any district and exceeded 5,000 in 221 congressional districts. 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 Iowa, Kansas, Nebraska, and Minnesota are where much of the country's wheat, corn, and soybeans are produced. California's 13th district is home to the San Joaquin Valley, producing a significant part of California's agricultural output, while California's 4th district encompasses Napa Valley and other major wine producing areas. Direct employment in the top 15 congressional districts for CPG was more than 314,000 in 2022, or about 12 percent of direct employment nationwide in the CPG industry.

Including direct, indirect, induced, and downstream effects, the total number of jobs supported by the CPG industry in 2022 ranged from a low of 11,130 (NY-13) to a high of 128,010 (IA-4), averaging 51,000 jobs per congressional district. A total of 201 congressional districts exceeded the average.

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 1.6 million in 2022, or about 7.1 percent of total CPG supported employment nationwide.

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

Table 6. The CPG Industry's Direct Contribution, 2022: 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	IA-4	30,960	1.16%	\$2,288	1.17%	\$3,576	0.92%
2	AR-3	29,290	1.09%	\$1,805	0.92%	\$2,695	0.69%
3	CA-13	22,540	0.84%	\$1,615	0.83%	\$2,548	0.65%
4	GA-9	21,530	0.80%	\$1,621	0.83%	\$2,467	0.63%
5	AR-4	20,890	0.78%	\$1,082	0.55%	\$1,609	0.41%
6	NE-3	20,880	0.78%	\$1,670	0.86%	\$3,161	0.81%
7	CA-4	20,040	0.75%	\$1,899	0.97%	\$3,361	0.86%
8	WI-8	19,740	0.74%	\$1,499	0.77%	\$2,467	0.63%
9	MN-1	19,520	0.73%	\$1,594	0.82%	\$2,216	0.57%
10	KS-1	18,560	0.69%	\$1,464	0.75%	\$2,563	0.66%
11	WI-6	18,270	0.68%	\$1,476	0.76%	\$2,392	0.61%

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.

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⁾
12	KS-2	18,170	0.68%	\$1,285	0.66%	\$3,180	0.82%
13	MN-7	18,090	0.67%	\$1,567	0.80%	\$1,993	0.51%
14	IA-1	18,030	0.67%	\$1,484	0.76%	\$2,884	0.74%
15	ID-2	17,990	0.67%	\$1,330	0.68%	\$2,425	0.62%

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022: 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	IA-4	128,010	0.57%	\$8,280	0.57%	\$15,999	0.63%
2	IL-7	126,580	0.57%	\$12,050	0.83%	\$18,685	0.73%
3	NE-3	117,060	0.53%	\$7,499	0.52%	\$14,414	0.57%
4	ID-2	112,800	0.51%	\$6,941	0.48%	\$12,447	0.49%
5	IA-1	108,760	0.49%	\$6,315	0.44%	\$12,177	0.48%
6	NY-12	106,420	0.48%	\$19,692	1.36%	\$33,104	1.30%
7	WI-8	105,400	0.47%	\$6,411	0.44%	\$10,926	0.43%
8	IA-2	104,660	0.47%	\$6,290	0.43%	\$11,813	0.46%
9	AR-3	102,620	0.46%	\$6,586	0.45%	\$10,674	0.42%
10	MO-1	99,570	0.45%	\$7,964	0.55%	\$14,374	0.56%
11	GA-5	95,880	0.43%	\$8,815	0.61%	\$15,271	0.60%
12	WI-6	95,570	0.43%	\$5,589	0.39%	\$9,576	0.38%
13	MN-1	93,740	0.42%	\$6,021	0.42%	\$10,585	0.42%
14	WI-2	93,390	0.42%	\$6,144	0.42%	\$10,783	0.42%
15	MN-7	92,210	0.41%	\$5,694	0.39%	\$9,628	0.38%

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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

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

^c Share of US refers to the share of the US CPG industry's total contribution at the national level.

Appendix A: Direct National Contribution by Detailed CPG Sector

Detailed Sector	NAICS Code	2022 Direct Employment ⁽¹⁾ (Jobs)	2022 Direct Labor Income ⁽²⁾ (\$Billion)	2022 Direct GDP (\$Billion)
Bottled and canned soft drinks & water	312111-2	101,360	\$9.0	\$16.4
Manufactured ice	312113	8,090	\$0.5	\$0.4
Breweries	31212	110,950	\$6.9	\$15.6
Wineries	31213	78,700	\$5.5	\$10.1
Distilleries	31214	26,570	\$2.4	\$11.0
Flour milling	311211	15,300	\$1.5	\$3.2
Rice milling	311212	5,520	\$0.4	\$0.7
Malt manufacturing	311213	1,320	\$0.1	\$0.2
Wet corn milling	311221	13,420	\$2.1	\$4.8
Soybean and other oilseed processing	311224	10,000	\$1.0	\$6.1
Fats and oils refining and blending	311225	7,710	\$0.7	\$1.9
Breakfast cereal manufacturing	311230	13,100	\$1.4	\$3.6
Beet sugar manufacturing	311313	6,960	\$0.6	\$1.1
Sugar cane mills and refining	311314	6,690	\$0.7	\$1.9
Nonchocolate confectionery manufacturing	311340	25,460	\$2.0	\$2.8
Chocolate and confectionery manufacturing from cacao beans	311351	10,560	\$0.9	\$1.4
Confectionery manufacturing from purchased chocolate	311352	33,570	\$2.1	\$3.2
Frozen fruits, juices and vegetables manufacturing	311411	31,430	\$2.4	\$4.5
Frozen specialties manufacturing	311412	68,210	\$4.9	\$6.6

Detailed Sector	NAICS Code	2022 Direct Employment ⁽¹⁾ (Jobs)	2022 Direct Labor Income ⁽²⁾ (\$Billion)	2022 Direct GDP (\$Billion)
Canned fruits and vegetables manufacturing	311421	60,280	\$4.9	\$8.9
Canned specialties	311422	13,330	\$1.1	\$2.7
Dehydrated food products manufacturing	311423	13,200	\$1.0	\$1.7
Fluid milk manufacturing	311511	55,920	\$5.0	\$8.2
Creamery butter manufacturing	311512	3,750	\$0.3	\$1.1
Cheese manufacturing	311513	61,950	\$5.1	\$7.3
Dry, condensed, and evaporated dairy product manufacturing	311514	20,020	\$2.1	\$5.2
Ice cream and frozen dessert manufacturing	311520	25,180	\$1.8	\$2.5
Animal, except poultry, slaughtering	311611	158,200	\$11.9	\$15.2
Meat processed from carcasses	311612	161,000	\$11.7	\$12.0
Rendering and meat byproduct processing	311613	13,870	\$1.3	\$1.5
Poultry processing	311615	243,980	\$14.5	\$18.6
Seafood product preparation and packaging	3117	34,100	\$2.6	\$3.6
Bread and bakery product, except frozen, manufacturing	311811-2	408,770	\$19.8	\$29.9
Frozen cakes and other pastries manufacturing	311813	179,060	\$7.5	\$11.8
Cookie and cracker manufacturing	311821	39,600	\$2.8	\$4.1
Dry pasta, mixes, and dough manufacturing	311824	22,030	\$1.7	\$4.0
Tortilla manufacturing	31183	20,820	\$1.3	\$1.7
Roasted nuts and peanut butter manufacturing	311911	26,630	\$1.4	\$5.5
Other snack food manufacturing	311919	57,830	\$4.2	\$10.9
Coffee and tea manufacturing	31192	27,980	\$2.1	\$3.9
Flavoring syrup and concentrate manufacturing	31193	9,520	\$1.2	\$8.2
Mayonnaise, dressing, and sauce manufacturing	311941	21,850	\$1.8	\$3.4

Detailed Sector	NAICS Code	2022 Direct Employment ⁽¹⁾ (Jobs)	2022 Direct Labor Income ⁽²⁾ (\$Billion)	2022 Direct GDP (\$Billion)
Spice and extract manufacturing	311942	28,560	\$2.8	\$4.5
All other food manufacturing	31199	108,390	\$7.6	\$10.7
Dog and cat food manufacturing	311111	35,000	\$3.3	\$8.8
Other animal food manufacturing	311119	48,260	\$4.3	\$8.8
Sanitary paper product manufacturing	322291	28,310	\$2.9	\$9.3
All other converted paper product manufacturing	322299	17,840	\$1.4	\$2.5
Medicinal and botanical manufacturing (OTC only)	325411	4,540	\$0.7	\$1.9
Pharmaceutical preparation manufacturing (OTC only)	325412	24,080	\$4.4	\$20.2
In-vitro diagnostic substance manufacturing (OTC only)	325413	3,500	\$0.5	\$1.3
Biological product (except diagnostic) manufacturing (OTC only)	325414	5,000	\$0.8	\$3.7
Soap and other detergent manufacturing	325611	31,030	\$4.4	\$15.6
Polish and other sanitation good manufacturing	325612	27,020	\$3.2	\$6.4
Surface active agent manufacturing	325613	5,270	\$0.8	\$3.0
Toilet preparation manufacturing	32562	60,640	\$6.1	\$25.5
US CPG Industry Total		2,681,230	\$195.2	\$389.6

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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 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, 2022

	Employment (Jobs)		Labor Income (\$Billion)		Value Added (\$Billion)	
	Direct	Total	Direct	Total	Direct	Total
US Total	2,681,200	22,272,950	\$195.2	\$1,448.7	\$389.6	\$2,544.7
Alabama	43,120	273,390	\$2.6	\$15.0	\$3.7	\$25.3
Alaska	11,470	51,000	\$0.9	\$3.2	\$1.0	\$5.6
Arizona	28,870	325,840	\$1.8	\$19.8	\$3.3	\$34.4
Arkansas	64,770	312,610	\$3.8	\$16.8	\$6.3	\$29.9
California	303,910	2,621,950	\$22.8	\$198.3	\$48.7	\$354.4
Colorado	45,040	392,210	\$3.5	\$26.2	\$5.9	\$42.4
Connecticut	16,190	162,340	\$1.4	\$13.0	\$2.6	\$21.3
Delaware	12,570	72,270	\$0.8	\$4.5	\$1.8	\$8.8
District of Columbia	790	24,940	<\$0.1	\$3.1	\$0.1	\$4.5
Florida	75,550	985,000	\$5.0	\$56.8	\$9.3	\$99.7
Georgia	104,830	771,560	\$8.0	\$48.6	\$17.3	\$87.6
Hawaii	9,280	71,140	\$0.5	\$3.9	\$0.6	\$6.8
Idaho	27,570	181,750	\$2.0	\$10.6	\$3.7	\$19.2
Illinois	125,950	1,030,280	\$10.6	\$76.9	\$21.5	\$134.1
Indiana	66,170	508,600	\$5.1	\$32.2	\$11.6	\$58.9
Iowa	76,290	429,670	\$6.0	\$26.7	\$10.6	\$50.6
Kansas	47,640	292,650	\$3.7	\$17.9	\$7.7	\$32.4
Kentucky	48,170	369,230	\$3.8	\$21.0	\$8.9	\$38.3
Louisiana	26,640	242,300	\$1.7	\$13.1	\$3.0	\$24.2
Maine	11,620	101,940	\$0.7	\$5.6	\$1.6	\$10.1
Maryland	30,140	276,480	\$2.1	\$17.5	\$4.5	\$31.0
Massachusetts	43,210	371,690	\$3.1	\$29.1	\$5.3	\$46.0
Michigan	67,370	596,520	\$4.5	\$36.9	\$8.4	\$62.5
Minnesota	66,250	503,240	\$5.8	\$35.5	\$8.2	\$58.3
Mississippi	31,300	186,000	\$1.6	\$8.7	\$2.3	\$14.7

	Employment (Jobs)		Labor Income (\$Billion)		Value Added (\$Billion)	
	Direct	Total	Direct	Total	Direct	Total
Missouri	66,410	534,770	\$5.1	\$30.5	\$11.0	\$55.2
Montana	5,920	63,150	\$0.3	\$3.0	\$0.4	\$5.3
Nebraska	49,210	275,500	\$4.0	\$18.2	\$8.2	\$34.8
Nevada	12,770	133,480	\$0.7	\$8.1	\$1.3	\$14.0
New Hampshire	6,470	66,880	\$0.4	\$4.5	\$0.9	\$7.2
New Jersey	67,790	634,540	\$6.1	\$48.4	\$12.4	\$80.2
New Mexico	10,620	92,500	\$0.6	\$4.5	\$1.2	\$8.4
New York	101,500	987,260	\$7.2	\$80.1	\$15.3	\$139.0
North Carolina	91,920	827,220	\$5.7	\$49.2	\$14.6	\$87.4
North Dakota	6,740	59,840	\$0.6	\$4.1	\$0.9	\$7.4
Ohio	104,130	938,710	\$8.3	\$56.9	\$22.3	\$107.6
Oklahoma	27,690	241,140	\$1.8	\$12.2	\$2.6	\$20.0
Oregon	45,590	324,840	\$2.8	\$19.6	\$4.4	\$31.7
Pennsylvania	125,560	1,035,440	\$8.9	\$67.4	\$17.8	\$111.8
Rhode Island	6,670	53,460	\$0.4	\$3.4	\$0.5	\$5.4
South Carolina	33,600	319,270	\$2.2	\$16.8	\$4.2	\$29.6
South Dakota	13,790	90,380	\$1.2	\$6.4	\$1.3	\$10.8
Tennessee	63,280	544,960	\$4.8	\$33.9	\$12.3	\$61.2
Texas	176,790	1,840,980	\$12.9	\$111.7	\$24.0	\$196.8
Utah	31,300	238,750	\$2.1	\$13.8	\$3.9	\$25.2
Vermont	9,510	61,270	\$0.6	\$3.3	\$0.7	\$5.5
Virginia	54,580	485,430	\$3.4	\$29.8	\$9.2	\$55.8
Washington	63,880	469,310	\$4.4	\$34.7	\$6.6	\$61.5
West Virginia	6,280	69,760	\$0.3	\$3.3	\$0.9	\$6.5
Wisconsin	112,330	691,740	\$8.6	\$42.0	\$14.4	\$72.1
Wyoming	2,230	37,860	\$0.1	\$2.0	\$0.2	\$3.6

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

	Percentage of State Total Employment Supported	Percentage of State Total Labor Income Supported	Percentage of State Total GDP Supported
Alabama	9.5%	9.0%	9.0%
Alaska	11.1%	9.3%	8.5%
Arizona	7.6%	6.9%	7.2%
Arkansas	17.8%	17.3%	18.0%
California	10.4%	9.1%	9.7%
Colorado	9.4%	8.3%	8.6%
Connecticut	6.8%	6.8%	6.7%
Delaware	11.1%	9.8%	9.8%
District of Columbia	2.8%	2.7%	2.7%
Florida	6.9%	6.7%	6.9%
Georgia	11.1%	11.0%	11.4%
Hawaii	7.9%	6.4%	6.7%
Idaho	15.3%	15.1%	17.3%
Illinois	12.7%	12.7%	13.1%
Indiana	12.3%	11.6%	12.5%
Iowa	20.3%	19.8%	21.2%
Kansas	14.8%	14.4%	15.5%
Kentucky	13.9%	13.3%	14.8%
Louisiana	8.7%	8.1%	8.3%
Maine	11.6%	10.4%	11.7%
Maryland	7.1%	6.1%	6.5%
Massachusetts	7.4%	6.5%	6.7%
Michigan	10.2%	9.5%	10.0%
Minnesota	13.1%	12.6%	13.0%
Mississippi	11.1%	10.4%	10.5%
Missouri	13.6%	12.4%	13.9%
Montana	8.5%	7.0%	7.8%
Nebraska	20.1%	20.2%	21.1%

	Percentage of State Total Employment Supported	Percentage of State Total Labor Income Supported	Percentage of State Total GDP Supported
Nevada	6.5%	6.1%	6.3%
New Hampshire	7.2%	6.4%	6.9%
New Jersey	10.7%	10.5%	10.6%
New Mexico	8.1%	6.5%	6.7%
New York	7.7%	6.9%	6.8%
North Carolina	12.5%	11.3%	12.2%
North Dakota	10.2%	9.9%	10.2%
Ohio	12.9%	12.1%	13.0%
Oklahoma	10.0%	8.2%	8.3%
Oregon	12.2%	10.3%	10.7%
Pennsylvania	13.0%	12.0%	12.3%
Rhode Island	8.0%	7.5%	7.4%
South Carolina	10.4%	9.5%	10.0%
South Dakota	13.9%	15.1%	15.6%
Tennessee	12.1%	11.2%	12.6%
Texas	9.4%	8.3%	8.2%
Utah	10.1%	9.3%	9.8%
Vermont	14.0%	12.5%	13.5%
Virginia	8.7%	7.3%	8.4%
Washington	9.7%	8.3%	8.3%
West Virginia	7.8%	6.4%	6.6%
Wisconsin	18.1%	16.9%	18.2%
Wyoming	8.7%	7.8%	7.4%

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

Table B-3. The CPG Industry's Economic Contribution Per Capita by State, 2022

	CPG Labor Income Per Capita (\$)		CPG Value Added Per Capita (\$)	
	Direct	Total	Direct	Total
US Total	\$586	\$4,347	\$1,169	\$7,635
Alabama	\$508	\$2,948	\$727	\$4,977
Alaska	\$1,248	\$4,398	\$1,347	\$7,626
Arizona	\$243	\$2,686	\$453	\$4,670
Arkansas	\$1,247	\$5,530	\$2,068	\$9,803
California	\$583	\$5,080	\$1,247	\$9,080
Colorado	\$595	\$4,481	\$1,015	\$7,258
Connecticut	\$389	\$3,571	\$720	\$5,866
Delaware	\$822	\$4,422	\$1,775	\$8,680
District of Columbia	\$54	\$4,623	\$108	\$6,647
Florida	\$223	\$2,554	\$416	\$4,483
Georgia	\$733	\$4,450	\$1,588	\$8,028
Hawaii	\$331	\$2,736	\$446	\$4,718
Idaho	\$1,028	\$5,483	\$1,889	\$9,889
Illinois	\$840	\$6,113	\$1,710	\$10,661
Indiana	\$742	\$4,708	\$1,699	\$8,619
Iowa	\$1,871	\$8,358	\$3,306	\$15,820
Kansas	\$1,255	\$6,100	\$2,636	\$11,028
Kentucky	\$847	\$4,650	\$1,967	\$8,485
Louisiana	\$379	\$2,854	\$661	\$5,273
Maine	\$532	\$4,076	\$1,167	\$7,262
Maryland	\$337	\$2,840	\$730	\$5,034
Massachusetts	\$441	\$4,171	\$762	\$6,588
Michigan	\$448	\$3,682	\$841	\$6,227
Minnesota	\$1,023	\$6,206	\$1,428	\$10,192
Mississippi	\$556	\$2,974	\$796	\$5,001
Missouri	\$833	\$4,944	\$1,773	\$8,929
Montana	\$225	\$2,648	\$319	\$4,681

	CPG Labor Income Per Capita (\$)		CPG Value Added Per Capita (\$)	
	Direct	Total	Direct	Total
Nebraska	\$2,040	\$9,248	\$4,169	\$17,678
Nevada	\$230	\$2,537	\$405	\$4,409
New Hampshire	\$312	\$3,222	\$640	\$5,167
New Jersey	\$661	\$5,228	\$1,339	\$8,661
New Mexico	\$266	\$2,108	\$548	\$3,992
New York	\$366	\$4,072	\$776	\$7,064
North Carolina	\$529	\$4,601	\$1,368	\$8,166
North Dakota	\$709	\$5,230	\$1,216	\$9,518
Ohio	\$704	\$4,838	\$1,898	\$9,155
Oklahoma	\$442	\$3,042	\$652	\$4,985
Oregon	\$655	\$4,611	\$1,042	\$7,481
Pennsylvania	\$683	\$5,200	\$1,374	\$8,619
Rhode Island	\$387	\$3,134	\$461	\$4,917
South Carolina	\$408	\$3,172	\$801	\$5,612
South Dakota	\$1,299	\$6,982	\$1,443	\$11,824
Tennessee	\$682	\$4,813	\$1,745	\$8,673
Texas	\$428	\$3,719	\$801	\$6,554
Utah	\$619	\$4,086	\$1,157	\$7,459
Vermont	\$902	\$5,139	\$1,127	\$8,498
Virginia	\$396	\$3,432	\$1,059	\$6,421
Washington	\$570	\$4,458	\$843	\$7,894
West Virginia	\$192	\$1,841	\$522	\$3,639
Wisconsin	\$1,462	\$7,120	\$2,449	\$12,235
Wyoming	\$194	\$3,355	\$274	\$6,218

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

Appendix C: Detailed Results by Congressional District

Table C-1. Economic Contribution of the CPG Industry in Alabama, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Alabama	43,120	273,390	\$2,575	\$14,958	\$3,690	\$25,255
AL-1	2,040	32,720	\$123	\$1,718	\$200	\$3,075
AL-2	6,980	40,950	\$403	\$2,142	\$589	\$3,548
AL-3	5,180	34,550	\$279	\$1,610	\$381	\$2,695
AL-4	12,200	44,390	\$715	\$2,217	\$957	\$3,524
AL-5	4,280	37,650	\$274	\$2,116	\$447	\$3,575
AL-6	4,840	35,430	\$307	\$2,251	\$428	\$3,750
AL-7	7,590	47,710	\$475	\$2,903	\$688	\$5,087

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Alaska	11,470	51,000	\$915	\$3,226	\$988	\$5,594
AK-1 (At-Large)	11,470	51,000	\$915	\$3,226	\$988	\$5,594

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Arizona	28,870	325,840	\$1,789	\$19,768	\$3,334	\$34,370
AZ-1	1,470	50,310	\$89	\$3,514	\$174	\$5,886
AZ-2	2,510	34,660	\$158	\$1,593	\$304	\$3,042
AZ-3	10,180	63,890	\$691	\$4,274	\$1,249	\$7,147
AZ-4	3,160	44,160	\$196	\$2,927	\$365	\$4,910
AZ-5	680	13,490	\$39	\$838	\$79	\$1,553
AZ-6	2,140	31,360	\$113	\$1,597	\$229	\$2,916
AZ-7	6,100	43,910	\$345	\$2,473	\$651	\$4,200
AZ-8	470	18,500	\$34	\$1,200	\$54	\$2,203
AZ-9	2,160	25,540	\$123	\$1,353	\$231	\$2,512

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Arkansas	64,770	312,610	\$3,798	\$16,844	\$6,297	\$29,857
AR-1	9,190	71,240	\$544	\$3,359	\$1,028	\$6,640
AR-2	5,400	65,420	\$367	\$3,452	\$965	\$6,545
AR-3	29,290	102,620	\$1,805	\$6,586	\$2,695	\$10,674
AR-4	20,890	73,330	\$1,082	\$3,446	\$1,609	\$5,997

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
California	303,910	2,621,950	\$22,765	\$198,274	\$48,653	\$354,393
CA-1	7,070	56,030	\$446	\$3,062	\$795	\$5,698
CA-2	15,130	80,580	\$1,266	\$5,723	\$2,299	\$10,196
CA-3	2,150	37,090	\$125	\$2,254	\$262	\$4,096
CA-4	20,040	88,120	\$1,899	\$6,385	\$3,361	\$11,544
CA-5	9,480	61,870	\$648	\$3,733	\$1,129	\$6,630
CA-6	1,430	31,520	\$124	\$2,147	\$378	\$3,730
CA-7	5,050	42,950	\$366	\$2,819	\$726	\$4,898
CA-8	4,410	37,720	\$323	\$2,475	\$646	\$5,125
CA-9	9,390	59,310	\$743	\$3,900	\$1,260	\$6,668
CA-10	1,170	33,410	\$81	\$2,836	\$196	\$4,908
CA-11	3,750	64,600	\$267	\$10,157	\$486	\$16,978
CA-12	5,700	45,240	\$467	\$3,843	\$1,090	\$6,629
CA-13	22,540	89,970	\$1,615	\$5,843	\$2,548	\$10,069
CA-14	8,820	51,400	\$764	\$4,409	\$1,486	\$7,530
CA-15	5,180	48,350	\$487	\$6,599	\$1,465	\$13,377
CA-16	2,080	40,180	\$125	\$5,690	\$219	\$10,549
CA-17	1,540	47,730	\$106	\$7,825	\$236	\$14,310
CA-18	8,100	53,940	\$486	\$4,175	\$770	\$6,878
CA-19	8,020	56,900	\$474	\$3,926	\$829	\$6,634
CA-20	9,910	71,290	\$708	\$4,480	\$1,212	\$7,998
CA-21	12,310	55,130	\$764	\$3,416	\$1,183	\$5,815
CA-22	10,580	54,380	\$783	\$3,431	\$1,431	\$5,962
CA-23	2,270	28,410	\$161	\$1,663	\$465	\$3,173
CA-24	6,070	62,410	\$399	\$3,950	\$759	\$6,679
CA-25	3,190	29,940	\$188	\$1,766	\$297	\$3,104
CA-26	3,470	50,200	\$231	\$3,394	\$699	\$6,006
CA-27	1,900	31,810	\$150	\$2,079	\$718	\$4,193
CA-28	4,290	49,220	\$284	\$3,365	\$558	\$5,752
CA-29	4,590	36,790	\$351	\$2,549	\$1,333	\$5,283
CA-30	5,010	60,150	\$354	\$4,848	\$967	\$8,595

Table C-5. Economic Contribution of the CPG Industry in California, 2022, 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	12,310	53,180	\$932	\$3,737	\$1,703	\$6,508
CA-32	3,250	55,770	\$240	\$4,134	\$830	\$7,516
CA-33	2,640	35,950	\$186	\$2,140	\$340	\$3,453
CA-34	7,370	55,620	\$575	\$4,247	\$1,070	\$7,185
CA-35	6,170	70,240	\$459	\$4,270	\$1,333	\$7,810
CA-36	2,270	53,160	\$182	\$4,579	\$838	\$8,634
CA-37	8,300	58,290	\$592	\$4,536	\$1,280	\$8,000
CA-38	7,660	51,500	\$601	\$3,685	\$1,189	\$6,466
CA-39	2,540	39,860	\$196	\$2,299	\$465	\$3,828
CA-40	2,610	46,830	\$200	\$3,565	\$619	\$6,272
CA-41	1,860	38,310	\$121	\$2,088	\$265	\$3,622
CA-42	6,830	59,580	\$544	\$4,167	\$1,097	\$7,438
CA-43	3,600	45,180	\$297	\$3,116	\$853	\$5,816
CA-44	5,720	45,360	\$451	\$3,165	\$1,121	\$6,184
CA-45	4,190	50,680	\$323	\$3,700	\$765	\$6,452
CA-46	3,830	47,930	\$290	\$3,476	\$782	\$6,067
CA-47	2,950	62,120	\$241	\$5,221	\$889	\$9,172
CA-48	4,640	37,670	\$294	\$2,212	\$578	\$4,092
CA-49	3,020	39,170	\$304	\$2,842	\$1,258	\$5,878
CA-50	3,470	52,160	\$260	\$3,740	\$758	\$6,631
CA-51	2,020	44,810	\$170	\$3,267	\$584	\$5,897
CA-52	2,030	21,910	\$121	\$1,347	\$232	\$2,468

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Colorado	45,040	392,210	\$3,472	\$26,166	\$5,927	\$42,384
CO-1	7,750	67,540	\$628	\$6,240	\$1,127	\$9,991
CO-2	7,810	59,220	\$620	\$3,962	\$1,198	\$6,733
CO-3	4,210	49,410	\$209	\$2,097	\$366	\$3,526
CO-4	10,310	74,920	\$845	\$4,519	\$1,275	\$6,865
CO-5	1,190	27,190	\$57	\$1,471	\$110	\$2,484
CO-6	4,190	41,120	\$318	\$3,052	\$494	\$4,841
CO-7	3,450	34,190	\$280	\$2,170	\$591	\$3,771
CO-8	6,140	38,620	\$516	\$2,654	\$764	\$4,173

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Connecticut	16,190	162,340	\$1,411	\$12,950	\$2,611	\$21,272
CT-1	3,130	36,910	\$228	\$2,950	\$447	\$5,056
CT-2	3,710	33,180	\$330	\$2,079	\$574	\$3,585
CT-3	4,500	37,670	\$318	\$2,627	\$684	\$4,477
CT-4	2,680	33,130	\$317	\$3,683	\$560	\$5,461
CT-5	2,160	21,450	\$218	\$1,610	\$345	\$2,693

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Delaware	12,570	72,270	\$838	\$4,503	\$1,807	\$8,840
DE-1 (At-Large)	12,570	72,270	\$838	\$4,503	\$1,807	\$8,840

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
District of Columbia	790	24,940	\$36	\$3,106	\$72	\$4,466

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Florida	75,550	985,000	\$4,969	\$56,806	\$9,258	\$99,733
FL-1	220	19,210	\$11	\$1,016	\$28	\$1,862
FL-2	1,130	24,270	\$52	\$1,190	\$73	\$2,081
FL-3	4,020	36,490	\$194	\$1,601	\$277	\$2,903
FL-4	4,730	51,560	\$481	\$3,142	\$999	\$5,697
FL-5	1,180	28,160	\$76	\$1,988	\$95	\$3,281
FL-6	1,440	31,090	\$136	\$1,473	\$322	\$2,871
FL-7	1,820	24,720	\$86	\$1,413	\$146	\$2,534
FL-8	620	19,470	\$36	\$1,110	\$58	\$1,911
FL-9	3,390	36,590	\$177	\$1,893	\$342	\$3,406
FL-10	3,610	42,290	\$186	\$2,616	\$293	\$4,318
FL-11	2,730	29,640	\$153	\$1,543	\$243	\$2,746
FL-12	450	15,440	\$23	\$685	\$35	\$1,354
FL-13	2,520	39,340	\$203	\$2,367	\$469	\$4,289
FL-14	4,080	57,340	\$287	\$3,773	\$439	\$6,394
FL-15	6,590	43,730	\$421	\$2,554	\$640	\$4,377
FL-16	2,910	29,000	\$221	\$1,619	\$380	\$2,887
FL-17	1,120	21,470	\$56	\$1,158	\$103	\$2,050
FL-18	8,920	50,920	\$644	\$2,726	\$1,184	\$4,788
FL-19	860	26,560	\$42	\$1,543	\$63	\$2,653
FL-20	4,450	49,920	\$322	\$3,046	\$649	\$5,208
FL-21	2,410	58,890	\$122	\$3,215	\$208	\$5,756
FL-22	1,220	24,130	\$69	\$1,598	\$139	\$2,805
FL-23	2,350	41,470	\$182	\$2,679	\$358	\$4,393
FL-24	3,990	44,930	\$258	\$2,501	\$621	\$4,533
FL-25	1,760	26,590	\$109	\$1,644	\$242	\$2,945
FL-26	4,180	50,520	\$267	\$2,878	\$558	\$5,134
FL-27	1,980	40,980	\$100	\$2,637	\$188	\$4,267

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
FL-28	870	20,270	\$56	\$1,198	\$106	\$2,290

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Georgia	104,830	771,560	\$7,998	\$48,564	\$17,330	\$87,613
GA-1	4,410	45,030	\$359	\$2,500	\$923	\$4,812
GA-2	11,220	60,560	\$881	\$3,375	\$1,964	\$6,647
GA-3	5,970	47,520	\$442	\$2,405	\$822	\$4,279
GA-4	4,920	45,170	\$403	\$2,855	\$1,000	\$5,163
GA-5	7,570	95,880	\$621	\$8,815	\$1,975	\$15,271
GA-6	6,910	59,560	\$493	\$4,773	\$845	\$7,705
GA-7	5,630	57,840	\$441	\$3,981	\$840	\$6,623
GA-8	11,160	54,640	\$777	\$2,715	\$1,638	\$5,465
GA-9	21,530	79,490	\$1,621	\$4,657	\$2,467	\$7,820
GA-10	7,470	50,410	\$612	\$2,523	\$1,670	\$5,282
GA-11	4,910	46,810	\$364	\$2,850	\$951	\$5,245
GA-12	5,790	43,300	\$396	\$2,177	\$649	\$4,001
GA-13	4,140	45,670	\$336	\$2,912	\$1,058	\$5,594
GA-14	3,210	39,660	\$252	\$2,028	\$528	\$3,705

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Hawaii	9,280	71,140	\$476	\$3,941	\$643	\$6,794
HI-1	5,580	38,580	\$289	\$2,395	\$382	\$4,001
HI-2	3,700	32,560	\$187	\$1,546	\$260	\$2,793

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Idaho	27,570	181,750	\$1,994	\$10,632	\$3,663	\$19,174
ID-1	9,580	68,940	\$664	\$3,691	\$1,238	\$6,727
ID-2	17,990	112,800	\$1,330	\$6,941	\$2,425	\$12,447

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Illinois	125,950	1,030,280	\$10,569	\$76,919	\$21,521	\$134,137
IL-1	4,320	35,880	\$336	\$2,374	\$771	\$4,399
IL-2	8,000	46,990	\$634	\$3,296	\$1,266	\$5,991
IL-3	9,930	60,120	\$813	\$4,745	\$1,425	\$7,835
IL-4	13,850	61,320	\$1,304	\$4,897	\$2,403	\$8,426
IL-5	3,340	50,500	\$260	\$3,997	\$506	\$6,543
IL-6	6,180	59,300	\$584	\$4,547	\$1,116	\$7,422
IL-7	11,320	126,580	\$991	\$12,050	\$1,701	\$18,685
IL-8	9,580	64,690	\$781	\$5,028	\$1,307	\$8,301
IL-9	4,960	54,430	\$437	\$3,852	\$1,006	\$6,652
IL-10	4,510	62,790	\$594	\$5,888	\$1,921	\$11,019
IL-11	6,350	58,550	\$540	\$3,976	\$1,408	\$7,195
IL-12	7,120	59,900	\$396	\$3,398	\$687	\$6,365
IL-13	5,360	44,980	\$552	\$2,985	\$1,169	\$5,589
IL-14	5,730	50,780	\$395	\$2,969	\$945	\$5,520
IL-15	8,150	75,600	\$752	\$5,351	\$1,528	\$10,233
IL-16	11,040	68,800	\$786	\$4,380	\$1,716	\$8,533
IL-17	6,210	49,070	\$415	\$3,186	\$643	\$5,430

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Indiana	66,170	508,600	\$5,067	\$32,168	\$11,608	\$58,896
IN-1	4,300	45,570	\$324	\$2,514	\$695	\$4,788
IN-2	9,760	64,360	\$723	\$3,979	\$1,214	\$6,655
IN-3	7,900	56,810	\$533	\$3,337	\$1,044	\$5,906
IN-4	12,290	69,580	\$963	\$4,256	\$2,382	\$8,353
IN-5	5,090	50,940	\$388	\$3,448	\$780	\$5,948
IN-6	4,640	45,870	\$383	\$2,882	\$1,052	\$5,621
IN-7	5,410	57,450	\$478	\$4,924	\$1,351	\$8,428
IN-8	10,610	66,850	\$824	\$4,008	\$1,847	\$7,667
IN-9	6,150	51,200	\$451	\$2,822	\$1,244	\$5,529

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Iowa	76,290	429,670	\$5,989	\$26,749	\$10,580	\$50,632
IA-1	18,030	108,760	\$1,484	\$6,315	\$2,884	\$12,177
IA-2	16,180	104,660	\$1,311	\$6,290	\$2,557	\$11,813
IA-3	11,110	88,240	\$906	\$5,864	\$1,563	\$10,643
IA-4	30,960	128,010	\$2,288	\$8,280	\$3,576	\$15,999

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Kansas	47,640	292,650	\$3,685	\$17,916	\$7,741	\$32,392
KS-1	18,560	91,630	\$1,464	\$5,402	\$2,563	\$9,477
KS-2	18,170	80,950	\$1,285	\$4,465	\$3,180	\$8,829
KS-3	4,770	66,330	\$495	\$4,940	\$1,159	\$8,644
KS-4	6,140	53,730	\$441	\$3,109	\$840	\$5,442

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Kentucky	48,170	369,230	\$3,823	\$20,983	\$8,874	\$38,285
KY-1	11,360	65,520	\$800	\$3,341	\$1,556	\$6,078
KY-2	8,640	63,730	\$634	\$3,356	\$1,608	\$6,406
KY-3	7,530	65,150	\$723	\$4,720	\$1,396	\$7,956
KY-4	9,270	74,430	\$886	\$4,494	\$2,759	\$8,879
KY-5	5,630	40,380	\$363	\$1,725	\$583	\$3,057
KY-6	5,730	60,010	\$416	\$3,346	\$972	\$5,909

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Louisiana	26,640	242,300	\$1,740	\$13,100	\$3,033	\$24,202
LA-1	4,230	42,150	\$289	\$2,409	\$480	\$4,126
LA-2	5,080	41,070	\$405	\$2,690	\$731	\$5,190
LA-3	4,620	41,600	\$289	\$2,051	\$493	\$3,931
LA-4	4,300	36,790	\$218	\$1,718	\$326	\$3,128
LA-5	5,600	45,900	\$364	\$2,302	\$640	\$4,187
LA-6	2,810	34,790	\$175	\$1,931	\$362	\$3,641

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Maine	11,620	101,940	\$737	\$5,647	\$1,617	\$10,060
ME-1	6,090	55,450	\$387	\$3,221	\$836	\$5,631
ME-2	5,530	46,490	\$350	\$2,426	\$782	\$4,430

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Maryland	30,140	276,480	\$2,077	\$17,510	\$4,500	\$31,033
MD-1	7,550	52,460	\$475	\$2,838	\$939	\$5,011
MD-2	4,850	49,010	\$372	\$2,946	\$878	\$5,301
MD-3	2,810	35,560	\$192	\$2,462	\$455	\$4,341
MD-4	3,330	25,080	\$189	\$1,364	\$351	\$2,456
MD-5	700	14,830	\$38	\$785	\$79	\$1,546
MD-6	3,480	30,820	\$283	\$1,952	\$615	\$3,503
MD-7	5,920	43,120	\$417	\$3,061	\$897	\$5,195
MD-8	1,490	25,600	\$111	\$2,102	\$286	\$3,679

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Massachusetts	43,210	371,690	\$3,079	\$29,123	\$5,322	\$46,000
MA-1	3,450	32,400	\$210	\$1,888	\$303	\$2,995
MA-2	5,080	48,060	\$399	\$3,110	\$619	\$4,971
MA-3	6,250	36,040	\$435	\$2,601	\$694	\$3,976
MA-4	4,580	41,520	\$337	\$3,013	\$554	\$4,749
MA-5	3,420	34,450	\$294	\$3,150	\$833	\$5,347
MA-6	7,090	52,270	\$527	\$3,752	\$907	\$5,980
MA-7	5,210	46,200	\$346	\$4,437	\$629	\$7,067
MA-8	5,020	50,950	\$351	\$5,372	\$543	\$8,073
MA-9	3,100	29,810	\$179	\$1,800	\$240	\$2,844

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Michigan	67,370	596,520	\$4,499	\$36,945	\$8,443	\$62,483
MI-1	3,810	41,980	\$190	\$1,925	\$319	\$3,333
MI-2	7,550	47,530	\$478	\$2,468	\$828	\$4,404
MI-3	13,580	75,720	\$959	\$5,060	\$1,632	\$8,087
MI-4	13,400	62,700	\$1,063	\$4,019	\$1,860	\$6,999
MI-5	6,130	48,570	\$404	\$2,706	\$757	\$4,924
MI-6	2,930	42,360	\$176	\$2,799	\$341	\$4,700
MI-7	2,830	41,460	\$201	\$2,383	\$514	\$4,383
MI-8	2,260	31,960	\$119	\$1,744	\$194	\$2,962
MI-9	3,020	31,440	\$171	\$1,677	\$279	\$2,987
MI-10	1,850	34,530	\$98	\$2,233	\$223	\$3,527
MI-11	2,570	51,600	\$177	\$3,909	\$538	\$6,473
MI-12	2,660	36,610	\$149	\$2,598	\$269	\$4,095
MI-13	4,770	50,060	\$313	\$3,425	\$690	\$5,609

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Minnesota	66,250	503,240	\$5,850	\$35,479	\$8,164	\$58,271
MN-1	19,520	93,740	\$1,594	\$6,021	\$2,216	\$10,585
MN-2	7,430	54,090	\$695	\$3,761	\$968	\$6,317
MN-3	2,970	60,220	\$335	\$5,560	\$483	\$8,684
MN-4	3,400	46,670	\$283	\$3,335	\$409	\$5,195
MN-5	5,870	66,220	\$614	\$5,947	\$931	\$9,161
MN-6	7,110	55,680	\$629	\$3,370	\$977	\$5,535
MN-7	18,090	92,210	\$1,567	\$5,694	\$1,993	\$9,628
MN-8	1,850	34,420	\$132	\$1,792	\$188	\$3,165

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Mississippi	31,300	186,000	\$1,636	\$8,744	\$2,341	\$14,703
MS-1	2,440	39,350	\$139	\$1,722	\$217	\$2,964
MS-2	9,580	51,890	\$481	\$2,574	\$742	\$4,445
MS-3	14,610	62,420	\$767	\$3,046	\$1,014	\$4,722
MS-4	4,670	32,340	\$249	\$1,403	\$368	\$2,571

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Missouri	66,410	534,770	\$5,148	\$30,542	\$10,955	\$55,164
MO-1	11,090	99,570	\$1,293	\$7,964	\$3,516	\$14,374
MO-2	3,130	51,240	\$235	\$3,382	\$574	\$5,703
MO-3	5,760	54,110	\$400	\$2,520	\$801	\$4,633
MO-4	7,460	59,870	\$462	\$2,439	\$844	\$4,592
MO-5	5,140	61,970	\$380	\$4,039	\$912	\$7,049
MO-6	11,610	77,000	\$851	\$3,676	\$1,606	\$7,283
MO-7	15,830	79,340	\$1,142	\$4,346	\$1,952	\$7,380
MO-8	6,390	51,660	\$384	\$2,176	\$748	\$4,151

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Montana	5,920	63,150	\$253	\$2,973	\$359	\$5,256
MT-1	2,530	27,000	\$98	\$1,275	\$146	\$2,132
MT-2	3,390	36,140	\$155	\$1,697	\$213	\$3,125

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Nebraska	49,210	275,500	\$4,015	\$18,200	\$8,204	\$34,789
NE-1	15,140	78,620	\$1,199	\$4,927	\$2,911	\$9,720
NE-2	13,200	79,820	\$1,146	\$5,774	\$2,132	\$10,656
NE-3	20,880	117,060	\$1,670	\$7,499	\$3,161	\$14,414

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Nevada	12,770	133,480	\$729	\$8,062	\$1,286	\$14,011
NV-1	3,250	34,280	\$177	\$1,987	\$320	\$3,446
NV-2	5,300	45,360	\$328	\$2,856	\$579	\$4,893
NV-3	2,670	34,470	\$148	\$2,080	\$251	\$3,626
NV-4	1,540	19,370	\$77	\$1,139	\$136	\$2,048

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
New Hampshire	6,470	66,880	\$436	\$4,496	\$892	\$7,209
NH-1	4,200	38,060	\$297	\$2,595	\$626	\$4,203
NH-2	2,270	28,830	\$139	\$1,901	\$266	\$3,006

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
New Jersey	67,790	634,540	\$6,119	\$48,424	\$12,401	\$80,212
NJ-1	6,170	49,990	\$418	\$3,245	\$737	\$5,196
NJ-2	8,200	56,310	\$536	\$3,363	\$772	\$5,384
NJ-3	3,270	50,420	\$233	\$3,486	\$530	\$5,785
NJ-4	3,220	45,020	\$308	\$2,726	\$674	\$4,847
NJ-5	3,910	46,060	\$322	\$3,521	\$573	\$5,549
NJ-6	6,890	63,500	\$671	\$4,824	\$1,719	\$8,556
NJ-7	5,490	57,040	\$714	\$5,291	\$1,739	\$9,169
NJ-8	4,800	42,960	\$331	\$3,527	\$585	\$5,541
NJ-9	9,870	61,380	\$823	\$4,553	\$1,543	\$7,525
NJ-10	6,020	41,640	\$561	\$3,253	\$948	\$5,375
NJ-11	6,200	65,240	\$674	\$5,870	\$1,374	\$9,393
NJ-12	3,750	54,970	\$529	\$4,763	\$1,208	\$7,892

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
New Mexico	10,620	92,500	\$562	\$4,456	\$1,158	\$8,436
NM-1	4,400	33,140	\$223	\$1,748	\$498	\$3,106
NM-2	2,920	25,930	\$152	\$1,214	\$284	\$2,346
NM-3	3,300	33,430	\$187	\$1,493	\$376	\$2,984

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
New York	101,500	987,260	\$7,197	\$80,120	\$15,263	\$139,002
NY-1	3,460	46,420	\$269	\$3,310	\$844	\$5,946
NY-2	4,810	34,780	\$316	\$2,426	\$752	\$4,321
NY-3	2,380	34,840	\$140	\$2,546	\$246	\$4,196
NY-4	2,390	27,480	\$145	\$1,918	\$316	\$3,195
NY-5	1,960	19,020	\$111	\$1,105	\$191	\$1,792
NY-6	1,420	18,030	\$114	\$1,060	\$165	\$1,769
NY-7	7,030	45,580	\$441	\$2,685	\$1,094	\$4,950
NY-8	2,280	19,980	\$128	\$1,056	\$255	\$1,747
NY-9	1,480	16,370	\$74	\$868	\$124	\$1,428
NY-10	4,540	56,130	\$284	\$7,862	\$571	\$13,861
NY-11	1,210	15,540	\$54	\$860	\$84	\$1,493
NY-12	2,930	106,420	\$263	\$19,692	\$900	\$33,104
NY-13	480	11,130	\$27	\$1,058	\$51	\$2,166
NY-14	2,720	24,000	\$181	\$1,480	\$270	\$2,440

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
NY-15	1,770	15,310	\$101	\$915	\$180	\$1,481
NY-16	3,340	33,360	\$569	\$3,038	\$632	\$4,503
NY-17	2,790	33,680	\$244	\$2,576	\$673	\$4,490
NY-18	3,590	36,410	\$227	\$2,065	\$681	\$3,961
NY-19	6,900	49,990	\$475	\$2,682	\$841	\$4,687
NY-20	3,990	40,170	\$298	\$2,811	\$594	\$4,931
NY-21	5,240	46,270	\$344	\$2,495	\$1,098	\$4,989
NY-22	4,980	46,190	\$374	\$2,979	\$702	\$5,073
NY-23	8,940	52,850	\$627	\$3,036	\$1,138	\$5,290
NY-24	8,660	53,990	\$593	\$3,004	\$1,236	\$5,749
NY-25	6,710	51,200	\$431	\$3,249	\$833	\$5,514
NY-26	5,490	52,120	\$366	\$3,345	\$792	\$5,925

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
North Carolina	91,920	827,220	\$5,665	\$49,222	\$14,635	\$87,363
NC-1	10,430	70,930	\$658	\$3,700	\$1,948	\$7,338
NC-2	2,150	51,920	\$126	\$3,729	\$346	\$6,188
NC-3	12,770	59,800	\$711	\$3,100	\$1,317	\$5,641
NC-4	2,280	51,950	\$179	\$3,730	\$736	\$6,539
NC-5	7,530	57,270	\$419	\$3,006	\$1,059	\$5,325
NC-6	7,620	83,900	\$597	\$5,233	\$2,209	\$10,020
NC-7	7,200	59,200	\$428	\$2,964	\$895	\$5,428
NC-8	8,680	56,850	\$489	\$3,004	\$1,054	\$5,078
NC-9	7,110	49,920	\$426	\$2,450	\$1,059	\$4,468
NC-10	4,330	49,750	\$253	\$2,755	\$742	\$4,734
NC-11	4,040	54,150	\$205	\$2,558	\$407	\$4,394
NC-12	4,380	44,240	\$284	\$3,163	\$617	\$5,154
NC-13	7,210	54,000	\$455	\$3,125	\$1,221	\$5,829
NC-14	6,190	83,340	\$436	\$6,707	\$1,026	\$11,229

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
North Dakota	6,740	59,840	\$552	\$4,075	\$947	\$7,417
ND-1 (At-Large)	6,740	59,840	\$552	\$4,075	\$947	\$7,417

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Ohio	104,130	938,710	\$8,275	\$56,876	\$22,308	\$107,624
OH-1	10,360	86,370	\$1,229	\$7,060	\$4,332	\$14,191
OH-2	5,870	45,050	\$348	\$2,306	\$637	\$4,095
OH-3	6,510	63,350	\$518	\$4,346	\$1,507	\$8,157
OH-4	6,730	73,450	\$604	\$4,188	\$1,866	\$8,367
OH-5	10,420	66,390	\$710	\$3,770	\$1,574	\$7,082
OH-6	6,650	52,360	\$403	\$2,419	\$830	\$4,701
OH-7	5,880	57,720	\$465	\$3,757	\$1,109	\$6,689
OH-8	9,570	74,980	\$808	\$4,644	\$2,128	\$8,872
OH-9	6,810	66,750	\$545	\$3,772	\$1,480	\$7,408
OH-10	3,190	46,630	\$229	\$2,673	\$600	\$4,783
OH-11	4,650	59,170	\$328	\$4,041	\$737	\$7,232
OH-12	6,130	62,760	\$460	\$3,191	\$1,155	\$5,941
OH-13	10,940	75,260	\$898	\$4,601	\$2,607	\$8,990
OH-14	4,360	47,460	\$215	\$2,307	\$459	\$4,153
OH-15	6,040	61,030	\$515	\$3,802	\$1,289	\$6,963

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Oklahoma	27,690	241,140	\$1,778	\$12,228	\$2,622	\$20,040
OK-1	4,300	43,120	\$320	\$2,911	\$525	\$4,733
OK-2	6,300	50,100	\$381	\$2,009	\$577	\$3,440
OK-3	10,270	66,190	\$642	\$3,114	\$875	\$4,899
OK-4	2,490	36,470	\$147	\$1,478	\$249	\$2,626
OK-5	4,320	45,260	\$288	\$2,716	\$396	\$4,342

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Oregon	45,590	324,840	\$2,777	\$19,552	\$4,419	\$31,721
OR-1	6,670	58,720	\$418	\$4,437	\$634	\$7,127
OR-2	9,410	65,110	\$554	\$3,229	\$859	\$5,482
OR-3	8,540	51,330	\$562	\$3,418	\$935	\$5,504
OR-4	5,660	48,210	\$315	\$2,456	\$535	\$4,039
OR-5	7,640	52,860	\$470	\$3,066	\$737	\$4,896
OR-6	7,660	48,620	\$458	\$2,946	\$720	\$4,673

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Pennsylvania	125,560	1,035,440	\$8,862	\$67,448	\$17,829	\$111,810
PA-1	6,450	72,310	\$401	\$4,648	\$991	\$7,869
PA-2	7,470	52,760	\$654	\$3,896	\$1,372	\$6,461
PA-3	690	33,930	\$44	\$3,613	\$78	\$5,242
PA-4	9,390	87,840	\$723	\$6,412	\$1,714	\$11,202
PA-5	5,040	56,900	\$475	\$4,151	\$1,044	\$7,055
PA-6	6,410	58,560	\$475	\$4,648	\$918	\$7,170
PA-7	7,270	67,740	\$565	\$4,408	\$1,176	\$7,163
PA-8	7,790	66,190	\$506	\$3,433	\$1,091	\$5,854
PA-9	17,030	76,510	\$1,172	\$4,202	\$2,227	\$7,298
PA-10	10,980	80,910	\$770	\$5,118	\$1,492	\$8,224
PA-11	15,380	88,100	\$1,171	\$5,506	\$2,238	\$9,136
PA-12	3,020	48,390	\$164	\$3,656	\$283	\$5,786
PA-13	11,850	66,650	\$739	\$3,445	\$1,431	\$5,936
PA-14	2,060	33,390	\$109	\$1,908	\$176	\$3,387
PA-15	4,650	48,570	\$254	\$2,286	\$514	\$4,153
PA-16	6,640	51,050	\$374	\$2,755	\$626	\$4,563
PA-17	3,440	45,640	\$266	\$3,364	\$460	\$5,310

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Rhode Island	6,670	53,460	\$423	\$3,428	\$505	\$5,378
RI-1	3,370	25,500	\$205	\$1,690	\$256	\$2,631
RI-2	3,300	27,960	\$219	\$1,738	\$248	\$2,747

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
South Carolina	33,600	319,270	\$2,153	\$16,759	\$4,233	\$29,648
SC-1	770	24,330	\$52	\$1,373	\$163	\$2,621
SC-2	4,150	41,260	\$250	\$2,176	\$388	\$3,796
SC-3	9,140	53,410	\$576	\$2,418	\$967	\$4,264
SC-4	6,060	68,510	\$459	\$3,929	\$1,260	\$7,048
SC-5	5,930	46,060	\$391	\$2,486	\$773	\$4,305
SC-6	3,750	47,810	\$219	\$2,564	\$374	\$4,433
SC-7	3,800	37,890	\$207	\$1,813	\$308	\$3,182

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
South Dakota	13,790	90,380	\$1,182	\$6,352	\$1,313	\$10,758
SD-1 (At-Large)	13,790	90,380	\$1,182	\$6,352	\$1,313	\$10,758

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Tennessee	63,280	544,960	\$4,807	\$33,939	\$12,301	\$61,158
TN-1	5,610	63,290	\$382	\$3,087	\$912	\$5,677
TN-2	4,740	53,320	\$341	\$3,286	\$823	\$5,649
TN-3	10,700	67,170	\$814	\$4,130	\$1,686	\$7,429
TN-4	12,190	67,400	\$857	\$3,457	\$2,177	\$6,991
TN-5	1,500	33,550	\$106	\$2,679	\$235	\$4,222
TN-6	6,080	58,600	\$414	\$3,293	\$929	\$5,724
TN-7	4,900	67,960	\$352	\$5,268	\$1,180	\$8,814
TN-8	9,310	58,210	\$643	\$3,150	\$1,478	\$5,826
TN-9	8,260	75,450	\$898	\$5,589	\$2,880	\$10,826

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Texas	176,790	1,840,980	\$12,851	\$111,687	\$24,045	\$196,806
TX-1	12,500	65,110	\$754	\$3,223	\$1,114	\$5,327
TX-2	680	24,910	\$34	\$1,699	\$71	\$3,202
TX-3	1,050	29,090	\$77	\$1,817	\$136	\$3,166
TX-4	7,130	61,220	\$505	\$3,235	\$1,041	\$5,791
TX-5	1,960	30,840	\$158	\$1,497	\$341	\$2,865
TX-6	5,280	56,300	\$428	\$3,254	\$958	\$5,940
TX-7	2,680	57,480	\$201	\$4,697	\$444	\$8,037
TX-8	390	15,810	\$20	\$847	\$40	\$1,661
TX-9	3,840	39,020	\$306	\$2,428	\$520	\$4,163
TX-10	6,740	67,490	\$423	\$2,986	\$691	\$5,403
TX-11	2,120	41,660	\$271	\$2,194	\$367	\$4,282
TX-12	6,400	47,020	\$548	\$2,754	\$1,135	\$4,996
TX-13	10,480	71,830	\$860	\$4,796	\$1,181	\$7,213
TX-14	1,080	23,780	\$58	\$1,253	\$102	\$3,481
TX-15	2,550	36,180	\$142	\$1,473	\$233	\$2,431
TX-16	2,840	31,520	\$154	\$1,515	\$313	\$2,692
TX-17	12,990	68,990	\$937	\$3,262	\$1,547	\$5,936
TX-18	7,780	65,820	\$540	\$5,156	\$1,060	\$9,125
TX-19	5,830	63,860	\$331	\$3,570	\$595	\$5,740
TX-20	3,000	32,560	\$201	\$1,972	\$374	\$3,415
TX-21	4,840	59,720	\$308	\$3,097	\$624	\$5,472
TX-22	2,590	35,190	\$211	\$1,775	\$373	\$3,361
TX-23	1,500	37,720	\$95	\$1,866	\$180	\$3,534
TX-24	5,230	84,370	\$447	\$6,406	\$961	\$10,583
TX-25	4,720	51,970	\$320	\$2,443	\$774	\$4,781
TX-26	1,900	44,630	\$138	\$2,578	\$307	\$4,439
TX-27	5,500	54,980	\$326	\$2,450	\$511	\$4,689

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
TX-28	3,820	40,980	\$238	\$1,778	\$418	\$3,259
TX-29	7,230	43,670	\$514	\$2,983	\$1,010	\$5,452
TX-30	8,080	65,570	\$693	\$5,157	\$1,375	\$8,875
TX-31	1,570	30,860	\$88	\$1,485	\$173	\$2,706
TX-32	4,740	58,570	\$400	\$4,632	\$833	\$7,787
TX-33	10,770	77,700	\$958	\$5,810	\$1,860	\$9,927
TX-34	2,990	37,470	\$158	\$1,634	\$342	\$2,720
TX-35	7,430	52,330	\$541	\$3,369	\$1,151	\$5,998
TX-36	1,160	34,100	\$104	\$2,261	\$200	\$4,678
TX-37	2,730	55,790	\$204	\$4,785	\$361	\$7,730
TX-38	2,670	44,860	\$162	\$3,550	\$327	\$5,949

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Utah	31,300	238,750	\$2,094	\$13,813	\$3,911	\$25,218
UT-1	14,430	78,910	\$961	\$4,311	\$1,914	\$8,163
UT-2	8,520	68,900	\$558	\$4,223	\$997	\$7,688
UT-3	3,520	44,780	\$246	\$2,406	\$419	\$4,285
UT-4	4,830	46,160	\$329	\$2,873	\$581	\$5,082

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Vermont	9,510	61,270	\$583	\$3,325	\$729	\$5,499
VT-1 (At-Large)	9,510	61,270	\$583	\$3,325	\$729	\$5,499

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Virginia	54,580	485,430	\$3,441	\$29,806	\$9,200	\$55,757
VA-1	3,350	39,190	\$218	\$2,367	\$574	\$4,306
VA-2	8,540	50,940	\$514	\$2,530	\$1,172	\$4,870
VA-3	1,870	31,920	\$112	\$1,777	\$316	\$3,226
VA-4	7,780	64,580	\$550	\$4,499	\$2,362	\$9,524
VA-5	7,190	63,560	\$440	\$3,305	\$1,251	\$6,607
VA-6	17,260	80,210	\$1,177	\$4,546	\$2,637	\$8,744
VA-7	900	19,090	\$36	\$898	\$83	\$1,798
VA-8	1,290	28,090	\$66	\$2,832	\$170	\$4,661
VA-9	2,480	39,250	\$149	\$1,558	\$256	\$3,041
VA-10	3,240	36,440	\$145	\$2,148	\$293	\$3,835
VA-11	680	32,160	\$32	\$3,347	\$86	\$5,146

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Washington	63,880	469,310	\$4,439	\$34,705	\$6,564	\$61,464
WA-1	2,740	30,210	\$187	\$2,825	\$390	\$5,444
WA-2	7,120	49,120	\$402	\$2,795	\$621	\$5,268
WA-3	4,600	40,050	\$292	\$2,339	\$461	\$4,299
WA-4	13,660	74,780	\$908	\$4,169	\$1,287	\$7,706
WA-5	7,660	57,940	\$492	\$3,380	\$725	\$6,062
WA-6	2,750	30,580	\$154	\$1,819	\$232	\$3,182
WA-7	8,670	61,850	\$856	\$7,380	\$1,158	\$12,059
WA-8	4,960	39,050	\$319	\$2,633	\$529	\$4,976
WA-9	8,860	58,080	\$630	\$5,586	\$861	\$9,269
WA-10	2,850	27,640	\$198	\$1,779	\$298	\$3,199

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
West Virginia	6,280	69,760	\$340	\$3,269	\$926	\$6,459
WV-1	1,310	21,580	\$69	\$1,094	\$65	\$2,048
WV-2	4,980	48,190	\$272	\$2,175	\$861	\$4,411

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Wisconsin	112,330	691,740	\$8,614	\$41,954	\$14,433	\$72,093
WI-1	14,190	73,440	\$1,298	\$4,695	\$2,268	\$7,934
WI-2	11,000	93,390	\$747	\$6,144	\$1,293	\$10,783
WI-3	14,930	90,580	\$1,100	\$4,838	\$1,811	\$8,746
WI-4	7,690	59,680	\$609	\$4,345	\$1,107	\$7,079
WI-5	11,010	83,670	\$858	\$5,329	\$1,503	\$8,948
WI-6	18,270	95,570	\$1,476	\$5,589	\$2,392	\$9,576
WI-7	15,490	90,010	\$1,026	\$4,603	\$1,592	\$8,100
WI-8	19,740	105,400	\$1,499	\$6,411	\$2,467	\$10,926

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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, 2022

State/Congressional District	Employment (Jobs) ⁽¹⁾		Labor Income (\$Million) ⁽²⁾		Value Added (\$Million)	
	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾	Direct	Total ⁽³⁾
Wyoming	2,230	37,860	\$113	\$1,951	\$159	\$3,615
WY-1 (At-Large)	2,230	37,860	\$113	\$1,951	\$159	\$3,615

Source: PwC calculations based on the IMPLAN model and data from the US Bureau of Economic Analysis, US Bureau of Labor Statistics, and US Census Bureau.

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

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

I. Data Sources

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

- **Regional Economic Accounts** – This data source, produced by the US Bureau of Economic Analysis (“BEA”), provides information on employment and compensation by industry at the state and local levels, as well as state-level GDP by industry. This BEA data source for employment data is also referred to as the SAEMP25 series. BEA produces this information by compiling information collected by other organizations, both governmental and private. Industry classifications are based on 2017 NAICS codes. The data set includes both full-time and part-time paid employment and self-employed individuals. At the time of this study, the latest annual data from this source pertain to employment, labor income, and GDP in 2022.
- **Quarterly Census of Employment and Wages (“QCEW”)** – This data source, produced by the US Bureau of Labor Statistics (“BLS”), provides comprehensive information on employment and wages at the national, state, and local levels for workers covered by state unemployment insurance programs. Industry classifications for the 2022 data are based on the 2022 NAICS codes.⁷ At the time of this study, the latest annual data from this source pertain to 2022 employment and wages.
- **Nonemployer Statistics (“NES”)** – Released annually by the US Census Bureau, NES contains data on the number of establishments that (1) have no paid employees and (2) have annual business receipts of \$1,000 or more. Nonemployers are typically self-employed individuals or partnerships operating unincorporated businesses. Data are reported at the national, state, and county levels and by detailed industry, based on 2017 NAICS codes. At the time of this study, the latest annual data from this source pertain to 2021.
- **Zip Codes Business Patterns (“ZBP”)** – Released annually by the US Census Bureau, ZBP provides counts of establishments by employment-size class (e.g., fewer than 5 employees, 5 to 10, etc.) at the 6-digit NAICS level. At the time of this study, the latest data from this source pertain to 2021.
- **Congressional Districts** – This data set, procured from *GreatData* (www.greatdata.com), maps zip codes to their corresponding state and congressional district. Data from this source pertain to the congressional districts at the beginning of the 118th Congress (reflecting the 2020 Census redistricting).
- **Annual Capital Expenditure Survey (“ACES”)** – Released annually by the US Census Bureau, ACES provides data on capital spending for new and used structures and equipment by US nonfarm businesses with and without employees. Data have been collected annually beginning with data for 1994. At the time of this study, the latest data from this source pertain to business capital spending in 2022.

II. Estimates of Direct Economic Contribution

PwC has estimated the US CPG industry's direct economic contributions in terms of employment, labor income (including wages and salaries and benefits as well as proprietors' income), and GDP.

⁷ As far as the definition of the CPG industry is concerned, there is no difference between the 2017 and 2022 versions of the NAICS codes.

This study uses data on employment, employee compensation, proprietors' income, and GDP by industry from the BEA's [Regional Economic Accounts](#) and data on employment and wages and salaries from the BLS to develop our estimates of the direct economic contribution of the US CPG industry.

PwC relied on data from the BEA, BLS, Census Bureau, and IMPLAN models to estimate the employment, labor income (including wages and salaries and benefits as well as proprietors' income), and GDP in the CPG industry at the national and state level. These government data sources provide varying levels of industry disaggregation. PwC applied statistical procedures, including a two-stage "raking" process, to estimate the national and state-level employment, labor income, and GDP for each CPG subsector.⁸

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

The IMPLAN congressional district models were used to derive our initial estimates of direct labor income and direct GDP for each congressional district. Our initial estimates were then controlled to the state-level estimates.

III. Estimates of Indirect, Induced, and Downstream Economic Contributions

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

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

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

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

IMPLAN state models capture only the indirect and induced effects within a state, so the indirect and induced effects crossing state borders ("cross-state spillover effects") are not reported. PwC quantified the "cross-state spillover effects" and allocated them proportionally to each state. The state indirect and induced effects reported throughout this study

⁸ Oh, H.L. and Scheuren, F. (1987). Modified Raking Ratio Estimation. *Survey Methodology*, vol. 13, no. 2, pp. 209-219.

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

include such allocation of the cross-state spillover effects. Similar modeling was performed at the congressional district level to capture the cross-district spillover effects.

Estimating the Dividend Effect

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

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

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

To quantify the economic effects resulting from these dividend payments, PwC first converted them into additional household consumption expenditures. For dividends paid directly to households, after-tax dividend income was estimated by income class based on average tax rates on dividend income. The additional consumption from dividends paid directly to households was estimated using published estimates of the marginal propensity to consume out of after-tax dividend income.¹¹ Similarly, the additional consumption resulting from dividends paid to retirement accounts was estimated based on published estimates of the marginal propensity to consume out of wealth.¹² This estimate is done at the national and state level.

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

Estimating the Capital Investment Effect

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

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

¹¹ The marginal propensity to consume out of dividend income is a measure of the additional consumption resulting from the last dollar of dividend income earned. The MPCs used for this study were based on Malcolm Baker, Stefan Nagel, and Jeffrey Wurgler, "The Effects of Dividends on Consumption" *Brookings Papers on Economic Activity*, 2007, pgs. 213-291. Using two micro data sets the authors estimated pre-tax MPCs ranging from 0.25 to 0.77. Using the authors' midpoint estimate of 0.4, PwC estimated the after-tax MPC for each income group as the pre-tax MPC divided by one minus the marginal effective tax rate on dividend income.

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

Estimating the Downstream Effect

PwC estimated the CPG industry's distribution margin available from the IMPLAN model to capture the effect associated with the distribution of CPG products. Based on these margins, we estimated the related effect on employment, labor income, and GDP.

Thank you

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