

# RETAIL'S IMPACT IN IOWA

1 in 4 Jobs

Retail is the nation's largest private sector employer driving the U.S. economy and creating jobs in communities around the country. Retail is everywhere — especially in Iowa. Here is a quick look at retail in your state, visit [NRF.com/retailsimpact](http://NRF.com/retailsimpact) for more information and to download the full report, The Economic Impact of the U.S. Retail Industry.



## BY THE NUMBERS

**43,150** - RETAIL ESTABLISHMENTS

**7,565** - DIRECT LABOR INCOME  
(\$MILLIONS)

**324,239** - DIRECT RETAIL EMPLOYMENT

**11,242** - DIRECT IMPACT ON GDP  
(\$MILLIONS)

**454,429** - TOTAL JOBS SUPPORTED

**\$23.6 Billion** - TOTAL IMPACT ON GDP

## DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN IOWA

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	324,239	\$11,242
Administrative and waste management services	91,852	\$3,277
Agriculture, forestry, fishing, and related activities	103,787	\$11,663
Arts, entertainment, and recreation	35,398	\$1,140
Construction	103,000	\$6,078
Educational services	46,876	\$1,453
Finance and insurance	132,114	\$15,915
Health care and social assistance	214,359	\$10,187
Information	31,590	\$4,107
Management of companies and enterprises	16,850	\$1,781
Manufacturing	217,066	\$27,705
Mining	4,125	\$486
Other services, except public administration	106,486	\$3,233
Professional, scientific, and technical services	73,527	\$4,819
Real estate and rental and leasing	54,901	\$16,813
Transportation and warehousing	73,824	\$5,253
Utilities	6,704	\$2,663
Wholesale trade	74,294	\$9,598

LEARN MORE ABOUT RETAIL'S IMPACT AT [NRF.COM/RETAILS-IMPACT](http://NRF.COM/RETAILS-IMPACT)

#thisisretail



NRF is the world's largest retail trade association, representing retailers from the United States and more than 45 countries.

PwC conducted this study based on 2012 data from the U.S. Census and other sources.