

RETAIL'S IMPACT IN IOWA - 1

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 district, visit NRF.com/retailsimpact for more information and to download the full report, The Economic Impact of the U.S. Retail Industry.



BY THE NUMBERS

10,449 - RETAIL ESTABLISHMENTS

1,857 - DIRECT LABOR INCOME
(\$MILLIONS)

80,316 - DIRECT RETAIL EMPLOYMENT

2,857 - DIRECT IMPACT ON GDP
(\$MILLIONS)

111,644 - TOTAL JOBS SUPPORTED

5,782 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN IA-1

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	80,316	\$2,857
Administrative and waste management services	22,318	\$772
Agriculture, forestry, fishing, and related activities	23,974	\$2,307
Arts, entertainment, and recreation	9,556	\$298
Construction	26,621	\$1,464
Educational services	12,661	\$398
Finance and insurance	22,157	\$2,820
Health care and social assistance	52,168	\$2,531
Information	9,296	\$1,274
Management of companies and enterprises	3,077	\$306
Manufacturing	65,226	\$9,015
Mining	495	\$123
Other services, except public administration	24,968	\$755
Professional, scientific, and technical services	17,562	\$1,165
Real estate and rental and leasing	11,869	\$3,796
Transportation and warehousing	18,436	\$1,156
Utilities	2,303	\$943
Wholesale trade	17,607	\$2,205

LEARN MORE ABOUT RETAIL'S IMPACT AT 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.