

## RETAIL'S IMPACT IN IOWA - 2

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](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

**10,982** - RETAIL ESTABLISHMENTS

**1,909** - DIRECT LABOR INCOME  
(\$MILLIONS)

**81,277** - DIRECT RETAIL EMPLOYMENT

**2,834** - DIRECT IMPACT ON GDP  
(\$MILLIONS)

**113,177** - TOTAL JOBS SUPPORTED

**5,617** - TOTAL IMPACT ON GDP  
(\$MILLIONS)

### DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN IA-2

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	81,277	\$2,834
Administrative and waste management services	24,655	\$839
Agriculture, forestry, fishing, and related activities	21,529	\$1,740
Arts, entertainment, and recreation	8,895	\$272
Construction	24,271	\$1,303
Educational services	14,700	\$483
Finance and insurance	13,670	\$1,378
Health care and social assistance	51,636	\$2,406
Information	6,466	\$789
Management of companies and enterprises	3,936	\$437
Manufacturing	62,998	\$8,860
Mining	575	\$108
Other services, except public administration	27,437	\$680
Professional, scientific, and technical services	16,745	\$1,066
Real estate and rental and leasing	12,331	\$4,056
Transportation and warehousing	20,751	\$1,510
Utilities	1,440	\$548
Wholesale trade	13,700	\$1,685

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.