

RETAIL'S IMPACT IN IOWA - 3

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

9,900 - RETAIL ESTABLISHMENTS

2,091 - DIRECT LABOR INCOME
(\$MILLIONS)

83,739 - DIRECT RETAIL EMPLOYMENT

2,940 - DIRECT IMPACT ON GDP
(\$MILLIONS)

118,174 - TOTAL JOBS SUPPORTED

6,581 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN IA-3

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	83,739	\$2,940
Administrative and waste management services	28,271	\$1,133
Agriculture, forestry, fishing, and related activities	14,513	\$1,081
Arts, entertainment, and recreation	10,234	\$383
Construction	24,522	\$1,960
Educational services	11,121	\$357
Finance and insurance	77,450	\$9,769
Health care and social assistance	55,058	\$2,877
Information	8,865	\$1,322
Management of companies and enterprises	6,556	\$749
Manufacturing	31,546	\$3,585
Mining	2,526	\$117
Other services, except public administration	26,140	\$1,008
Professional, scientific, and technical services	23,837	\$1,790
Real estate and rental and leasing	19,977	\$5,133
Transportation and warehousing	14,196	\$1,156
Utilities	1,025	\$418
Wholesale trade	22,197	\$3,171

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.