

RETAIL'S IMPACT IN IOWA - 4

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

11,818 - RETAIL ESTABLISHMENTS

1,708 - DIRECT LABOR INCOME
(\$MILLIONS)

78,907 - DIRECT RETAIL EMPLOYMENT

2,611 - DIRECT IMPACT ON GDP
(\$MILLIONS)

111,434 - TOTAL JOBS SUPPORTED

5,660 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN IA-4

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	78,907	\$2,611
Administrative and waste management services	16,608	\$533
Agriculture, forestry, fishing, and related activities	43,771	\$6,535
Arts, entertainment, and recreation	6,713	\$187
Construction	27,586	\$1,351
Educational services	8,394	\$215
Finance and insurance	18,836	\$1,949
Health care and social assistance	55,497	\$2,373
Information	6,964	\$722
Management of companies and enterprises	3,281	\$289
Manufacturing	57,296	\$6,245
Mining	529	\$138
Other services, except public administration	27,941	\$790
Professional, scientific, and technical services	15,383	\$799
Real estate and rental and leasing	10,723	\$3,828
Transportation and warehousing	20,441	\$1,431
Utilities	1,936	\$755
Wholesale trade	20,791	\$2,538

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.