

# RETAIL'S IMPACT IN MISSOURI

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 Missouri. 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

**72,776** - RETAIL ESTABLISHMENTS

**15,250** - DIRECT LABOR INCOME  
(\$MILLIONS)

**593,850** - DIRECT RETAIL EMPLOYMENT

**22,554** - DIRECT IMPACT ON GDP  
(\$MILLIONS)

**849,274** - TOTAL JOBS SUPPORTED

**\$45.2 Billion** - TOTAL IMPACT ON GDP

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

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	593,850	\$22,554
Administrative and waste management services	199,535	\$7,873
Agriculture, forestry, fishing, and related activities	114,908	\$3,438
Arts, entertainment, and recreation	73,953	\$3,601
Construction	175,586	\$9,436
Educational services	79,552	\$3,219
Finance and insurance	197,426	\$19,477
Health care and social assistance	406,170	\$22,677
Information	61,429	\$13,471
Management of companies and enterprises	63,001	\$8,157
Manufacturing	260,947	\$35,468
Mining	8,130	\$1,640
Other services, except public administration	209,993	\$6,431
Professional, scientific, and technical services	193,288	\$16,228
Real estate and rental and leasing	146,851	\$29,134
Transportation and warehousing	119,061	\$8,930
Utilities	12,432	\$5,318
Wholesale trade	128,516	\$17,213

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.