

RETAIL'S IMPACT IN WISCONSIN

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 Wisconsin. Here is a quick look at retail in your state, 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

71,793 - RETAIL ESTABLISHMENTS

13,916 - DIRECT LABOR INCOME
(\$MILLIONS)

577,157 - DIRECT RETAIL EMPLOYMENT

20,113 - DIRECT IMPACT ON GDP
(\$MILLIONS)

822,912 - TOTAL JOBS SUPPORTED

\$42.8 Billion - TOTAL IMPACT ON GDP

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN WISCONSIN

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	577,157	\$20,113
Administrative and waste management services	176,601	\$6,624
Agriculture, forestry, fishing, and related activities	102,789	\$5,505
Arts, entertainment, and recreation	69,794	\$2,030
Construction	152,909	\$8,831
Educational services	67,812	\$2,794
Finance and insurance	192,221	\$19,711
Health care and social assistance	405,332	\$23,576
Information	54,249	\$8,483
Management of companies and enterprises	54,614	\$6,771
Manufacturing	471,279	\$52,533
Mining	5,612	\$775
Other services, except public administration	189,744	\$6,041
Professional, scientific, and technical services	160,604	\$11,569
Real estate and rental and leasing	105,507	\$34,271
Transportation and warehousing	113,318	\$7,747
Utilities	11,169	\$4,919
Wholesale trade	128,159	\$16,333

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#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.