

RETAIL'S IMPACT IN WISCONSIN - 1

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 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

8,523 - RETAIL ESTABLISHMENTS

1,656 - DIRECT LABOR INCOME
(\$MILLIONS)

75,704 - DIRECT RETAIL EMPLOYMENT

2,366 - DIRECT IMPACT ON GDP
(\$MILLIONS)

102,015 - TOTAL JOBS SUPPORTED

4,827 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN WI-1

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	75,704	\$2,366
Administrative and waste management services	19,772	\$725
Agriculture, forestry, fishing, and related activities	4,497	\$252
Arts, entertainment, and recreation	8,204	\$197
Construction	16,584	\$956
Educational services	5,633	\$173
Finance and insurance	11,110	\$1,055
Health care and social assistance	41,804	\$2,314
Information	3,268	\$418
Management of companies and enterprises	3,814	\$524
Manufacturing	59,924	\$8,145
Mining	683	\$107
Other services, except public administration	20,696	\$653
Professional, scientific, and technical services	15,552	\$1,043
Real estate and rental and leasing	13,039	\$4,200
Transportation and warehousing	14,583	\$996
Utilities	1,497	\$704
Wholesale trade	16,153	\$2,138

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.