

RETAIL'S IMPACT IN WISCONSIN - 2

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

9,879 - RETAIL ESTABLISHMENTS

2,364 - DIRECT LABOR INCOME
(\$MILLIONS)

90,795 - DIRECT RETAIL EMPLOYMENT

3,409 - DIRECT IMPACT ON GDP
(\$MILLIONS)

128,335 - TOTAL JOBS SUPPORTED

7,013 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN WI-2

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	90,795	\$3,409
Administrative and waste management services	24,853	\$896
Agriculture, forestry, fishing, and related activities	15,422	\$825
Arts, entertainment, and recreation	10,824	\$244
Construction	21,617	\$1,382
Educational services	8,609	\$244
Finance and insurance	30,692	\$3,991
Health care and social assistance	49,306	\$2,940
Information	15,676	\$2,828
Management of companies and enterprises	6,160	\$727
Manufacturing	41,691	\$4,412
Mining	632	\$68
Other services, except public administration	26,624	\$949
Professional, scientific, and technical services	34,548	\$2,442
Real estate and rental and leasing	23,426	\$6,261
Transportation and warehousing	11,161	\$720
Utilities	1,572	\$708
Wholesale trade	18,495	\$2,489

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.