

RETAIL'S IMPACT IN WISCONSIN - 3

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

9,193 - RETAIL ESTABLISHMENTS

1,554 - DIRECT LABOR INCOME
(\$MILLIONS)

68,331 - DIRECT RETAIL EMPLOYMENT

2,313 - DIRECT IMPACT ON GDP
(\$MILLIONS)

98,536 - TOTAL JOBS SUPPORTED

4,829 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN WI-3

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	68,331	\$2,313
Administrative and waste management services	15,962	\$601
Agriculture, forestry, fishing, and related activities	25,351	\$1,256
Arts, entertainment, and recreation	7,024	\$131
Construction	19,300	\$955
Educational services	5,195	\$181
Finance and insurance	19,263	\$1,993
Health care and social assistance	51,317	\$2,712
Information	4,408	\$571
Management of companies and enterprises	5,466	\$509
Manufacturing	45,522	\$4,699
Mining	941	\$103
Other services, except public administration	23,201	\$647
Professional, scientific, and technical services	14,030	\$718
Real estate and rental and leasing	9,152	\$3,686
Transportation and warehousing	18,795	\$1,295
Utilities	1,422	\$590
Wholesale trade	12,876	\$1,398

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.