

RETAIL'S IMPACT IN WISCONSIN - 4

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

6,193 - RETAIL ESTABLISHMENTS

1,405 - DIRECT LABOR INCOME
(\$MILLIONS)

54,596 - DIRECT RETAIL EMPLOYMENT

1,792 - DIRECT IMPACT ON GDP
(\$MILLIONS)

80,808 - TOTAL JOBS SUPPORTED

4,595 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN WI-4

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	54,596	\$1,792
Administrative and waste management services	33,682	\$1,229
Agriculture, forestry, fishing, and related activities	60	\$4
Arts, entertainment, and recreation	10,902	\$493
Construction	7,921	\$618
Educational services	19,397	\$1,143
Finance and insurance	42,131	\$4,012
Health care and social assistance	68,582	\$4,072
Information	8,432	\$1,473
Management of companies and enterprises	14,038	\$1,995
Manufacturing	41,183	\$5,501
Mining	254	\$21
Other services, except public administration	20,497	\$767
Professional, scientific, and technical services	23,540	\$2,558
Real estate and rental and leasing	14,887	\$4,440
Transportation and warehousing	8,949	\$728
Utilities	1,788	\$792
Wholesale trade	12,703	\$1,903

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.