

RETAIL'S IMPACT IN WISCONSIN - 5

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

8,614 - RETAIL ESTABLISHMENTS

1,964 - DIRECT LABOR INCOME
(\$MILLIONS)

76,757 - DIRECT RETAIL EMPLOYMENT

2,828 - DIRECT IMPACT ON GDP
(\$MILLIONS)

109,025 - TOTAL JOBS SUPPORTED

5,950 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN WI-5

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	76,757	\$2,828
Administrative and waste management services	27,797	\$1,163
Agriculture, forestry, fishing, and related activities	5,461	\$316
Arts, entertainment, and recreation	7,081	\$231
Construction	19,096	\$1,354
Educational services	10,505	\$489
Finance and insurance	25,129	\$2,390
Health care and social assistance	51,759	\$3,047
Information	7,177	\$1,156
Management of companies and enterprises	9,583	\$1,229
Manufacturing	67,011	\$7,610
Mining	604	\$110
Other services, except public administration	24,568	\$890
Professional, scientific, and technical services	22,718	\$1,805
Real estate and rental and leasing	15,621	\$4,606
Transportation and warehousing	11,243	\$772
Utilities	800	\$361
Wholesale trade	23,504	\$3,202

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.