

# RETAIL'S IMPACT IN WISCONSIN - 6

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](http://NRF.com/retailsimpact) for more information and to download the full report, The Economic Impact of the U.S. Retail Industry.



## BY THE NUMBERS

**8,694** - RETAIL ESTABLISHMENTS

**1,629** - DIRECT LABOR INCOME  
(\$MILLIONS)

**71,941** - DIRECT RETAIL EMPLOYMENT

**2,411** - DIRECT IMPACT ON GDP  
(\$MILLIONS)

**102,244** - TOTAL JOBS SUPPORTED

**5,140** - TOTAL IMPACT ON GDP  
(\$MILLIONS)

## DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN WI-6

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	71,941	\$2,411
Administrative and waste management services	18,766	\$733
Agriculture, forestry, fishing, and related activities	13,881	\$843
Arts, entertainment, and recreation	8,015	\$169
Construction	19,978	\$1,182
Educational services	8,006	\$259
Finance and insurance	21,046	\$1,887
Health care and social assistance	44,863	\$2,527
Information	4,569	\$607
Management of companies and enterprises	4,920	\$610
Manufacturing	87,329	\$9,462
Mining	863	\$176
Other services, except public administration	24,798	\$709
Professional, scientific, and technical services	17,736	\$1,080
Real estate and rental and leasing	10,880	\$3,920
Transportation and warehousing	12,799	\$871
Utilities	1,585	\$728
Wholesale trade	13,835	\$1,626

LEARN MORE ABOUT RETAIL'S IMPACT AT [NRF.COM/RETAILS-IMPACT](http://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.