

# RETAIL'S IMPACT IN WISCONSIN - 7

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

**11,415** - RETAIL ESTABLISHMENTS

**1,637** - DIRECT LABOR INCOME  
(\$MILLIONS)

**67,936** - DIRECT RETAIL EMPLOYMENT

**2,455** - DIRECT IMPACT ON GDP  
(\$MILLIONS)

**97,468** - TOTAL JOBS SUPPORTED

**4,832** - TOTAL IMPACT ON GDP  
(\$MILLIONS)

## DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN WI-7

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	67,936	\$2,455
Administrative and waste management services	13,114	\$423
Agriculture, forestry, fishing, and related activities	24,471	\$1,172
Arts, entertainment, and recreation	7,568	\$139
Construction	25,778	\$1,046
Educational services	4,182	\$107
Finance and insurance	17,627	\$1,653
Health care and social assistance	52,311	\$3,169
Information	3,657	\$355
Management of companies and enterprises	2,378	\$211
Manufacturing	57,109	\$5,506
Mining	1,047	\$93
Other services, except public administration	24,136	\$750
Professional, scientific, and technical services	14,445	\$760
Real estate and rental and leasing	8,282	\$3,432
Transportation and warehousing	18,657	\$1,245
Utilities	1,355	\$519
Wholesale trade	13,516	\$1,487

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.