

RETAIL'S IMPACT IN WISCONSIN - 8

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

9,282 - RETAIL ESTABLISHMENTS

1,706 - DIRECT LABOR INCOME
(\$MILLIONS)

71,099 - DIRECT RETAIL EMPLOYMENT

2,538 - DIRECT IMPACT ON GDP
(\$MILLIONS)

104,480 - TOTAL JOBS SUPPORTED

5,601 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN WI-8

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	71,099	\$2,538
Administrative and waste management services	22,653	\$854
Agriculture, forestry, fishing, and related activities	13,646	\$836
Arts, entertainment, and recreation	10,177	\$426
Construction	22,636	\$1,338
Educational services	6,285	\$199
Finance and insurance	25,222	\$2,731
Health care and social assistance	45,390	\$2,795
Information	7,062	\$1,075
Management of companies and enterprises	8,255	\$965
Manufacturing	71,509	\$7,198
Mining	590	\$96
Other services, except public administration	25,223	\$676
Professional, scientific, and technical services	18,034	\$1,163
Real estate and rental and leasing	10,221	\$3,725
Transportation and warehousing	17,131	\$1,119
Utilities	1,152	\$519
Wholesale trade	17,078	\$2,090

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.