

RETAIL'S IMPACT IN IOWA

Retail is the nation's largest private-sector employer, driving the U.S. economy and supporting 52 million jobs in communities across the country. Here's a quick look at retail in your state.

For the full report, "The Economic Impact of the U.S. Retail Industry," visit nrf.com/retailsimpact.



25%

of jobs in Iowa are supported by the retail industry

BY THE NUMBERS

331.7K DIRECT RETAIL EMPLOYMENT

516.3K TOTAL JOBS SUPPORTED

\$12.9 billion DIRECT IMPACT ON GDP

\$31.6 billion TOTAL IMPACT ON GDP

\$8.5 billion DIRECT LABOR INCOME

\$18.8 billion TOTAL LABOR INCOME

44.5K RETAIL ESTABLISHMENTS

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN IOWA

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	331,710	\$12,917
Accommodation	22,910	\$1,326
Administrative, support and waste management and remediation services	88,260	\$3,874
Agriculture, forestry, fishing, and related activities	104,380	\$8,494
Arts, entertainment, and recreation	37,630	\$1,211
Construction	118,140	\$7,700
Educational services	48,220	\$1,824
Finance and insurance	134,640	\$25,925
Health care and social assistance	219,640	\$12,546
Information	27,080	\$4,802
Management of companies and enterprises	21,330	\$2,291
Manufacturing	230,350	\$33,557
Mining, quarrying, and oil and gas extraction	4,370	\$383
Other services (except government and government enterprises)	105,220	\$3,873
Professional, scientific, and technical services	82,840	\$6,493
Real estate and rental and leasing	74,860	\$19,545
Transportation and warehousing	87,510	\$6,382
Utilities	6,730	\$3,390
Wholesale trade	70,570	\$11,380