

RETAIL'S IMPACT IN WISCONSIN

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.



26%

of jobs in Wisconsin are supported by the retail industry

BY THE NUMBERS

603.5K DIRECT RETAIL EMPLOYMENT

967.3K TOTAL JOBS SUPPORTED

\$25.1 billion DIRECT IMPACT ON GDP

\$62.6 billion TOTAL IMPACT ON GDP

\$16.8 billion DIRECT LABOR INCOME

\$38.6 billion TOTAL LABOR INCOME

75.9K RETAIL ESTABLISHMENTS

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN WISCONSIN

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	603,530	\$25,063
Accommodation	37,560	\$1,669
Administrative, support and waste management and remediation services	181,940	\$8,306
Agriculture, forestry, fishing, and related activities	101,500	\$4,279
Arts, entertainment, and recreation	78,660	\$2,680
Construction	185,100	\$13,936
Educational services	71,320	\$3,680
Finance and insurance	182,830	\$26,122
Health care and social assistance	435,190	\$29,696
Information	55,750	\$11,610
Management of companies and enterprises	70,820	\$9,739
Manufacturing	494,420	\$63,079
Mining, quarrying, and oil and gas extraction	7,180	\$1,993
Other services (except government and government enterprises)	189,940	\$7,312
Professional, scientific, and technical services	176,590	\$15,118
Real estate and rental and leasing	134,760	\$39,263
Transportation and warehousing	147,820	\$10,122
Utilities	9,540	\$5,761
Wholesale trade	134,570	\$20,638