

Retail's Impact in Iowa

Retail is the nation's largest private-sector employer, driving the U.S. economy and supporting **55 million jobs** in communities across the country. Here's a quick look at retail in your state.

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

25%

of jobs in the state are supported by the retail industry

BY THE NUMBERS

\$43.6B total impact on GDP

\$10.4B direct labor income

45.0K retail establishments

324K direct retail employment

532.2K total jobs supported

\$17.6B direct impact on GDP

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN IOWA

Industry	Employment (Jobs)	GDP (\$Millions)
Retail trade (including food services and drinking places)	323,970	\$17,641
Accommodation	19,200	\$1,536
Administrative and support and waste management and remediation services	88,800	\$5,011
Agriculture, forestry, fishing, and related activities	106,700	\$18,637
Arts, entertainment, and recreation	35,650	\$1,935
Construction	122,750	\$10,195
Educational services	42,970	\$1,858
Finance and insurance	148,520	\$32,624
Health care and social assistance	210,890	\$14,350
Information	26,000	\$5,462
Management of companies and enterprises	26,660	\$3,543
Manufacturing	229,880	\$39,289
Mining, quarrying, and oil and gas extraction	3,480	\$485
Other services (except government and government enterprises)	104,120	\$4,796
Professional, scientific, and technical services	86,820	\$7,891
Real estate and rental and leasing	91,760	\$21,405
Transportation and warehousing	97,390	\$8,568
Utilities	6,120	\$4,193
Wholesale trade	72,720	\$14,241