

# Retail's Impact in Wisconsin

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](https://nrf.com/retailsimpact).

**26%**

of jobs in the state are supported by the retail industry

## BY THE NUMBERS

**\$84.8B** total impact on GDP

**\$21B** direct labor income

**73.1K** retail establishments

**592.1K** direct retail employment

**1M** total jobs supported

**\$35.1B** direct impact on GDP

## DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN WISCONSIN

Industry	Employment (Jobs)	GDP (\$Millions)
<b>Retail trade (including food services and drinking places)</b>	<b>592,140</b>	<b>\$35,111</b>
Accommodation	34,140	\$2,166
Administrative and support and waste management and remediation services	176,760	\$10,075
Agriculture, forestry, fishing, and related activities	100,260	\$8,475
Arts, entertainment, and recreation	75,520	\$3,390
Construction	196,180	\$17,281
Educational services	70,310	\$4,053
Finance and insurance	212,300	\$30,167
Health care and social assistance	435,500	\$34,820
Information	57,820	\$14,651
Management of companies and enterprises	68,850	\$9,950
Manufacturing	498,080	\$65,723
Mining, quarrying, and oil and gas extraction	7,480	\$862
Other services (except government and government enterprises)	188,390	\$9,142
Professional, scientific, and technical services	194,350	\$19,680
Real estate and rental and leasing	163,040	\$44,284
Transportation and warehousing	175,070	\$13,882
Utilities	8,630	\$6,033
Wholesale trade	140,600	\$25,763