

# 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](https://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)
<b>Retail trade (including food services and drinking places)</b>	<b>323,970</b>	<b>\$17,641</b>
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

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## THE ECONOMIC CONTRIBUTION OF THE RETAIL INDUSTRY IN IOWA

2022

State / Congressional District	Number of Retail Establishments	Employment (Jobs)		Labor Income (\$Millions)		GDP (\$Millions)	
		Direct	Total	Direct	Total	Direct	Total
Iowa	44,955	323,970	532,230	\$10,404	\$24,227	\$17,641	\$43,600
IA-1	13,527	89,910	139,870	\$2,783	\$5,871	\$4,918	\$10,631
IA-2	12,466	82,640	135,050	\$2,544	\$5,845	\$4,460	\$10,598
IA-3	9,685	76,380	134,580	\$2,696	\$7,122	\$4,357	\$12,622
IA-4	9,278	75,040	122,730	\$2,381	\$5,389	\$3,906	\$9,749