

# 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

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## THE ECONOMIC CONTRIBUTION OF THE RETAIL INDUSTRY IN WISCONSIN

2022

State / Congressional District	Number of Retail Establishments	Employment (Jobs)		Labor Income (\$Millions)		GDP (\$Millions)	
		Direct	Total	Direct	Total	Direct	Total
<b>Wisconsin</b>	<b>73,103</b>	<b>592,140</b>	<b>1,006,760</b>	<b>\$21,030</b>	<b>\$50,045</b>	<b>\$35,111</b>	<b>\$84,797</b>
WI-1	10,514	75,970	118,880	\$2,553	\$5,356	\$4,498	\$9,181
WI-2	13,609	87,280	151,390	\$3,651	\$8,648	\$6,209	\$15,124
WI-3	8,085	72,010	121,280	\$2,298	\$5,363	\$3,838	\$9,235
WI-4	6,407	57,150	109,500	\$2,117	\$6,429	\$3,363	\$10,334
WI-5	9,641	81,360	141,230	\$3,140	\$7,462	\$5,053	\$12,265
WI-6	8,808	77,090	125,380	\$2,652	\$5,870	\$4,331	\$9,872
WI-7	8,425	70,450	116,090	\$2,262	\$4,926	\$3,914	\$8,658
WI-8	7,614	70,840	122,990	\$2,357	\$5,990	\$3,905	\$10,128