Retail Supports 1 in 4 American Jobs

42 MILLION STRONG

nrf.com/retailsimpact
NRF is the world’s largest retail trade association, representing discount and department stores, home goods and specialty stores, Main Street merchants, grocers, wholesalers, chain restaurants and Internet retailers from the United States and more than 45 countries. Retail is the nation’s largest private sector employer, supporting one in four U.S. jobs – 42 million working Americans. Contributing $2.6 trillion to annual GDP, retail is a daily barometer for the nation’s economy. NRF’s This is Retail campaign highlights the industry’s opportunities for life-long careers, how retailers strengthen communities, and the critical role that retail plays in driving innovation.

www.nrf.com
As one of America’s largest industry sectors and the largest private-sector employer, retail drives virtually every facet of our economy and supports tens of millions of jobs. Retail is the leading indicator on a host of economic measures, from job growth and consumer spending to sales and inventory. Retailers – large and small – support one out of every four American jobs. Retailers are our country’s small businesses – the heart around which communities are built, grow and prosper.

Retail’s impact is everywhere.

Find Out More At
nrf.com/retailsimpact
Retail is the largest private-sector employer in the United States, supporting one out of every four jobs. A healthy and vibrant retail industry delivers a powerful impact across our economy.

**Retail Employs More People Than Any Other Industry**

Retailers directly provide 29 million American jobs.

<table>
<thead>
<tr>
<th>Direct Employment by Industry</th>
<th>Employment (Jobs)</th>
<th>GDP ($ Billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail trade (including food services and drinking places)</td>
<td>28,984,100</td>
<td>$1,242.4</td>
</tr>
<tr>
<td>Health care and social assistance</td>
<td>19,855,000</td>
<td>$1,078.2</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>12,596,500</td>
<td>$2,034.3</td>
</tr>
<tr>
<td>Professional, scientific and technical services</td>
<td>12,244,700</td>
<td>$1,140.2</td>
</tr>
<tr>
<td>Administrative and waste management services</td>
<td>11,087,500</td>
<td>$489.4</td>
</tr>
</tbody>
</table>

The retail industry supports a total of 42 million jobs in retail and a host of other industries – 23.4% of total U.S. employment.

<table>
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<tr>
<th>The U.S. Retail Industry’s Total National Impact</th>
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<tr>
<td>Item</td>
<td>Total National</td>
<td>Percent of U.S.</td>
</tr>
<tr>
<td></td>
<td>Impact (Jobs)</td>
<td>Economy</td>
</tr>
<tr>
<td>Employment (Jobs) (1)</td>
<td>42 million</td>
<td>23.4%</td>
</tr>
<tr>
<td>Labor Income (2)</td>
<td>$1.58 trillion</td>
<td>16.1%</td>
</tr>
<tr>
<td>GDP</td>
<td>$2.59 trillion</td>
<td>16.0%</td>
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<td>Impact (Jobs)</td>
<td>Economy</td>
</tr>
<tr>
<td>Establishments (3)</td>
<td>3,793,622</td>
<td>12.0%</td>
</tr>
<tr>
<td>Employment (Jobs)</td>
<td>29 million</td>
<td>16.1%</td>
</tr>
<tr>
<td>Labor Income</td>
<td>$822.5 billion</td>
<td>8.4%</td>
</tr>
<tr>
<td>GDP</td>
<td>$1.2 trillion</td>
<td>7.7%</td>
</tr>
</tbody>
</table>

Source: All data comes from the PwC report, *The Economic Impact of the U.S. Retail Industry* except where otherwise noted. The retail industry is defined as including retail, food services and drinking places. Unless otherwise noted, the total impact statistics combine the industry’s direct, indirect and induced impacts.

1) Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

2) Labor income is defined as annual wages and salaries and benefits as well as proprietors’ income.

3) An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

13 million American jobs across almost every industry depend upon retail for their success – including 7 million jobs in the service sector; 2 million jobs in finance, insurance and real estate; and 1 million jobs in manufacturing.
Retail Generates Trillions for Our Economy

$2.59 Trillion in Total GDP
Impact: 1/6 of the U.S. GDP

The industry’s total GDP economic impact includes $75.9 billion from capital investment and $2.5 trillion from operational impact.

Supports over $1 Trillion of GDP in Other U.S. Industries

Every dollar of retail sales generates massive economic benefits for other sectors. In 2012, the retail industry directly added $1.2 trillion to the GDP. Through its indirect and induced impacts, the retail industry supports $1.4 trillion of GDP by other industries.

$1.58 Trillion in Wages and Benefits

The retail industry’s total impact on wages, salaries and benefits in 2012 represented 16 percent of the nation’s total wages.

“Any time that somebody buys a shoe from my store, the money is recirculated through the economy ... it’s just one big constant circle, and we’re the hub of it all. And we love it, because we’re retail.”

Jim Adams
Owner, Falls Road Running Store
Baltimore, Maryland

“Retail is bigger than we really know ... While I love owning my own boutique, traveling to L.A. on monthly buying trips and orchestrating photo shoots, my true passion is about creating opportunities. For example, this business has helped 22 employees find their purpose and calling in life.”

Tanna Dang
Co-owner, Eden in Love
Honolulu, Hawaii
Retailers are the heart of every local community. Small businesses and entrepreneurs are engines of local commerce, employing and serving their neighbors.

**Most Retail Companies are Small Businesses**

- 98.6% of all Retail Businesses employ fewer than 50 People
- Close to 40% of Retail Employees work for small businesses
- 11.5 million people – or 40% of retail employees – work for companies with fewer than 50 employees
- 95% of all Retailers operate just one location

*Source: PwC calculations based on data from the U.S. Bureau of Economic Analysis and the U.S. Census Bureau for the retail industry, including food services and drinking places.*
In a small town of 6,000 people, Mork’s restaurant sold 38,000 Blizzards in one day to raise money for the Children’s Miracle Network – more than any DQ in the country. As Mork says, “That’s what makes small towns work, people that are deeply vested in their community.”

DeLon Mork  
Owner, Dairy Queen  
Madison, South Dakota

“I’m a big fan of small mom-and-pop businesses. I believe they are the backbone of our economy. They are what creates the middle class jobs that we all need ... My ‘aha moment’ was realizing what an impact a small business like this can have.”

Andrew Brewer  
Owner, Onion River Sports  
Montpelier, Vermont

“Leaving my career in journalism to open a retail store was the best decision I’ve ever made. It’s changed my life and the lives of my loyal Monmouth customers. Retail not only means jobs, but a chance for community revitalization and growth.”

Susan Kaufmann  
Owner, Market Alley Wines  
Monmouth, Illinois
Retail not only employs the most people of any industry, but it also offers and supports jobs in a wide variety of highly sought-after occupations like finance, advertising, design and technology. The career opportunities are endless.

Retail Offers Dozens of HIGHLY Desirable Careers

Retail jobs aren’t just sales jobs. The industry directly provides more than 60,000 jobs for software developers and programmers; almost 73,000 jobs for security guards; 103,000 jobs in advertising, marketing, PR and sales management; and over 143,000 jobs for arts and design workers.

It’s not just about the jobs directly in retail. The industry supports nearly 5 million logistics jobs; 4 million management and administration jobs; 2 million health care and service jobs; 2 million finance, insurance and real estate jobs; and 800,000 technology jobs.

Retail-Supported Jobs by Occupation
“There are so many aspects of the business that you go through to just put that clothing on a rack. When you get into it and you really see it, you have a lot more respect for the people that are within those four walls.”

Andrea Shimer  
Human Resources Director, Old Navy

Sydnor started his career in the U.S. Navy and says his military background taught him formal and informal leadership and accountability skills, which are important in his retail career. His work at REI gives him the chance to make a difference in many people’s lives.

Tom Sydnor  
Director of Distribution Center Operations, REI

Claudine has worked in the retail industry at Walmart for over 17 years. Her career path has given her the opportunity to grow from a part-time sales clerk to a store manager all while obtaining her bachelor’s degree and working on a master’s degree. Claudine says, in retail, “With hard work and determination, the sky’s the limit.”

Claudine McKenzie  
Store Manager, Walmart
From Alaska to Wyoming, retail supports and sustains the economies of all 50 states and the District of Columbia.

The retail industry supports at least one in every five jobs in all 50 states and accounts for at least 100,000 jobs in 47 states.
Top-Ten Retail States by Total Impact

1. **California**
   - Employment: 4,713,568 (22.8%)
   - Labor Income: $204,975 (16.1%)
   - GDP: $329,995 (15.5%)

2. **Texas**
   - Employment: 3,509,910 (23.2%)
   - Labor Income: $131,931 (15.5%)
   - GDP: $223,693 (15.3%)

3. **Florida**
   - Employment: 2,698,722 (26.0%)
   - Labor Income: $96,167 (20.5%)
   - GDP: $158,440 (20.6%)

4. **New York**
   - Employment: 2,392,260 (20.9%)
   - Labor Income: $108,543 (13.7%)
   - GDP: $174,026 (13.6%)

5. **Pennsylvania**
   - Employment: 1,681,602 (23.1%)
   - Labor Income: $60,711 (15.0%)
   - GDP: $95,948 (15.2%)

6. **Illinois**
   - Employment: 1,654,599 (22.1%)
   - Labor Income: $65,437 (15.0%)
   - GDP: $106,856 (15.2%)

7. **Ohio**
   - Employment: 1,584,470 (23.9%)
   - Labor Income: $53,873 (16.0%)
   - GDP: $87,507 (16.0%)

8. **Georgia**
   - Employment: 1,280,578 (23.5%)
   - Labor Income: $44,916 (16.6%)
   - GDP: $75,615 (17.3%)

9. **North Carolina**
   - Employment: 1,258,765 (23.3%)
   - Labor Income: $41,739 (16.0%)
   - GDP: $70,490 (15.6%)

10. **Michigan**
    - Employment: 1,250,666 (23.8%)
    - Labor Income: $42,146 (16.1%)
    - GDP: $69,795 (16.7%)

Top-Ten Retail Congressional Districts by Direct Employment

1. **NY-12**
   - Employment (Jobs): 187,332
   - Labor Income ($Million): $8,874
   - GDP ($Million): $11,951
   - Retail Establishments: 23,734

2. **NY-10**
   - Employment (Jobs): 137,650
   - Labor Income ($Million): $6,321
   - GDP ($Million): $8,485
   - Retail Establishments: 19,114

3. **TX-24**
   - Employment (Jobs): 123,215
   - Labor Income ($Million): $3,747
   - GDP ($Million): $5,700
   - Retail Establishments: 14,861

4. **MT-1 (At-Large)**
   - Employment (Jobs): 110,964
   - Labor Income ($Million): $2,760
   - GDP ($Million): $3,506
   - Retail Establishments: 16,449

5. **CA-33**
   - Employment (Jobs): 108,600
   - Labor Income ($Million): $3,515
   - GDP ($Million): $5,315
   - Retail Establishments: 14,772

6. **CA-12**
   - Employment (Jobs): 105,321
   - Labor Income ($Million): $4,523
   - GDP ($Million): $5,920
   - Retail Establishments: 15,858

7. **NV-1**
   - Employment (Jobs): 101,693
   - Labor Income ($Million): $3,234
   - GDP ($Million): $5,084
   - Retail Establishments: 10,335

8. **MO-2**
   - Employment (Jobs): 99,694
   - Labor Income ($Million): $2,654
   - GDP ($Million): $3,714
   - Retail Establishments: 10,119

9. **FL-22**
   - Employment (Jobs): 97,760
   - Labor Income ($Million): $2,966
   - GDP ($Million): $4,377
   - Retail Establishments: 15,482

10. **SD-1 (At-Large)**
    - Employment (Jobs): 97,450
    - Labor Income ($Million): $2,308
    - GDP ($Million): $3,608
    - Retail Establishments: 13,867

Retail directly provides at least 50,000 jobs in 90% of all Congressional Districts.