

# Retail Means Jobs! in Idaho



[www.RetailMeansJobs.com/ID](http://www.RetailMeansJobs.com/ID)

## By the Numbers

**21,611** Retail Establishments  
**148,029** Direct Retail Employment  
**206,741** Total Retail Employment Impact

**\$3,634** Direct Retail Labor Income (\$million)  
**\$5,968** Total Labor Income Impact (\$million)  
**\$5,748** Direct Retail GDP (\$million)  
**\$9,703** Total Impact GDP (\$million)

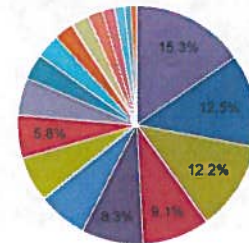
## Direct Employment by Major Industry in Idaho 2009

Industry Description	Employment (Jobs)	GDP (\$Million)
Retail trade (including food services and drinking places)	148,029	\$5,748
Health care and social assistance	87,555	\$4,173
Construction	60,601	\$2,657
Manufacturing	59,389	\$5,615
Professional, scientific, and technical services	53,279	\$3,832
Administrative and waste services	49,847	\$1,579
Agriculture, forestry, fishing, and related activities	48,881	\$2,363
Other services, except public administration	45,746	\$1,199
Real estate and rental and leasing	43,608	\$7,046
Finance and insurance	36,952	\$3,081
Wholesale trade	29,189	\$2,850
Transportation and warehousing	25,082	\$1,523
Arts, entertainment, and recreation	17,394	\$402
Information	13,643	\$1,167
Educational services	13,637	\$360
Management of companies and enterprises	7,021	\$745
Mining	4,235	\$646
Utilities	2,475	\$922

Retail and Other Industries by Employment



Retail and Other Industries by GDP



## Retail Means Jobs across Idaho

**19%**

Retail's total impact on Idaho's GDP

**1 in 4**

Idaho jobs are supported by retail

Retail supports  
**206,741**  
jobs in Idaho

Retail directly & indirectly generates

**17%**

of labor income in Idaho

[www.RetailMeansJobs.com/ID](http://www.RetailMeansJobs.com/ID)

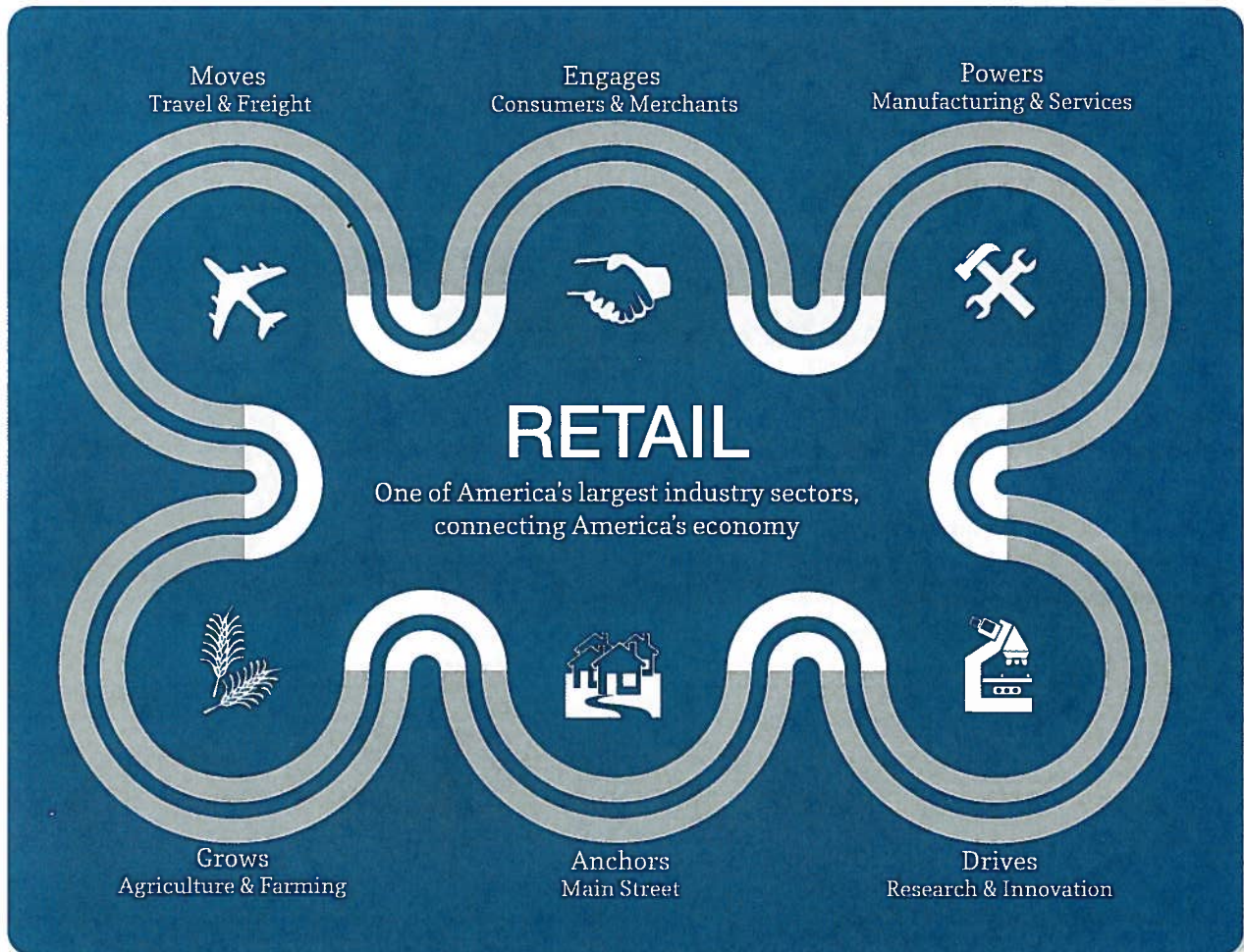


As the voice of retail worldwide, the National Retail Federation represents an industry that includes more than 3.6 million establishments and which supports one in four U.S. jobs. The total annual U.S. GDP impact of retail is \$2.5 trillion.



Retail

# CONNECTS THE ECONOMY



Tens of millions of American jobs depend on the retail industry. Anyone whose job results in a consumer product – from those who supply the raw materials to factory workers to the truck drivers who deliver goods to stores – counts on retail for their livelihood. With 3.6 million stores drawing on a vast array of suppliers, retail directly and indirectly accounts for 42 million jobs and \$2.5 trillion of annual GDP in the US.

With stores in every community, merchants connect daily with consumers and are a key barometer for the economy. And after more than a century of representing those merchants, the National Retail Federation continues to be known as the “Voice of Retail in the Nation’s Capital.”

Show your support for retail at [RetailMeansJobs.com](http://RetailMeansJobs.com).

# Retail powers our NATIONAL ECONOMY

Retail is one of America's largest private employers, supporting one out of every four jobs. A healthy and vibrant retail industry delivers a powerful impact across our economy.

## Supports More Jobs Than Any Other Sector

**#1** Private  
Sector  
Employer

Retailers directly employ 28.1 million Americans.

### Direct Employment and GDP by Major Industry, 2009

Top Five Major Industries	Employment (Jobs)	GDP (\$Billion)
Retail trade (including food services and drinking places)	28,113,476	\$1,204.2
Health care and social assistance	18,782,100	\$1,057.9
Manufacturing	12,393,700	\$1,584.8
Professional, scientific, and technical services	11,828,800	\$1,068.5
Administrative and waste services	9,939,300	\$386.3

Source: U.S. Bureau of Economic Analysis and IMPLAN modeling system (2009 database).

Supports  
**1 in 4**  
U.S. Jobs

The retail industry supports a total of 41.6 million retail workers and workers in a host of other industries – 24.1% of total U.S. employment or almost one in every four jobs in the nation.

### The Retail Industry's Direct National Impact, 2009

Item	Direct National Impact	Percent of U.S. Economy
Establishments <sup>(1)</sup>	3,617,486	11.9%
Employment (Jobs) <sup>(2)</sup>	28,113,476	16.3%
Labor Income <sup>(3)</sup>	\$770.1 billion	8.7%
GDP	\$1.20 trillion	8.5%

Source: PwC calculations using the IMPLAN modeling system (2009 database) and data from the U.S. Bureau of Economic Analysis, the Census Bureau, and the Bureau of Labor Statistics. For this study, the retail industry is defined to include retail trade and food services and drinking places.

<sup>(1)</sup> An establishment is a single physical location at which business is conducted. A business may consist of more than one establishment.

<sup>(2)</sup> Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

<sup>(3)</sup> Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.



## Benefits 13 Million Non-Retail Jobs

It is not just retail workers whose jobs depend upon a vibrant retail industry. From construction to manufacturing to transportation, millions of workers in other industries also depend upon retail for their success.

## Adds Billions To Other U.S. Industries

Every dollar of retail sales generates economic benefits for other sectors. In 2009 the retail industry powered more than \$155 billion in earnings for the business services sector, \$147 billion for manufacturing, \$97 billion for real estate, and \$89 billion for the financial services sector.

Source: Derived from U.S. Department of Commerce, Bureau of Economic Analysis data.

## Generates Trillions For Our Economy

**\$1.49**  
**TRILLION**  
in Wages  
and Benefits

Retailers paid 17 percent of the nation's total wages, salaries, and benefits in 2009.

### Total Impact of the Retail Industry on the U.S. Economy, 2009

Item	Total National Impact	Percent of U.S. Economy
Employment (Jobs) <sup>(1)</sup>	41,620,604	24.1%
Labor Income <sup>(2)</sup>	\$1.49 trillion	16.9%
GDP	\$2.48 trillion	17.6%

Source: PwC calculations using the IMPLAN modeling system (2009 database). For this study, the retail industry is defined to include retail trade and food services and drinking places.

<sup>(1)</sup> Employment is defined as the number of direct, indirect, and induced payroll and self-employed jobs, including part-time jobs.

<sup>(2)</sup> Labor income is defined as annual wages and salaries and benefits as well as proprietors' income.

**\$2.48**  
**TRILLION**  
in Total GDP Impact

The retail industry's capital investment added \$60.4 billion to U.S. GDP, and its operations directly and indirectly added another \$2.42 trillion to the national GDP in 2009.



# Retail is MAIN STREET

---

Retailers are the heart of every local community they serve. Primarily small businesses and entrepreneurs, they are engines of local commerce employing and serving their neighbors. Large retailers also give back to the communities where they serve. From contributing billions of dollars for local programs to encouraging their associates to serve as community volunteers, retail chains bring jobs – and support – to communities across the country.

## 3.6 Million Retail Establishments

Retailers account for 11.9 percent of all business establishments in the United States.

## 95% Of All Retailers Operate Just One Location

The overwhelming majority of retailers are small business owners, with more than half of all retail firms employing fewer than five workers.

# Retail PROVIDES CONSUMER VALUE

---

Retail is a highly personalized industry focused on meeting consumers' individual needs and preferences. To succeed, retailers are putting consumers in the driver's seat, empowering them to make informed buying decisions in the most convenient and cost-effective manner possible.

## Focused on Customer Relationships

A recent CEO survey places customer satisfaction and retention as the top strategic initiative for retailers<sup>(1)</sup>. Loyalty programs, group buying, localized coupon offers and transparent price comparison are increasing competition among retailers while benefiting customers.

## Personalizes the Shopping Experience

Retailers know that today's consumers want to shop whenever and wherever is easiest for them. Companies have been investing in the shopping experience both in stores and on their websites to ensure that customers receive a seamless shopping experience fully tailored to their personal tastes.

## Invests in the Future of Technology

As Americans continue to embrace smartphones and tablets throughout their daily lives, retailers have been among the first companies to create mobile applications and websites, offering additional value to customers looking for convenience and time savings.

## Creates New Product Lines to Help Shoppers Save

More than one-third of Americans try to stretch their monthly budgets by purchasing more private-label or generic items<sup>(2)</sup>. Throughout the economic recovery, retailers from Target to Costco to Safeway have responded to shoppers' desire to save money by creating high-quality products at a low price point.

# Retail DRIVES INNOVATION



Retail fuels innovations that are transforming the world around us. Shopping is now a combined digital and physical experience enabled through mobile devices, social media, and other new technologies. Behind the scenes, technology streamlines the supply chain which lowers costs and reduces unnecessary waste.

## Technology Ranked #2 Investment by Retailers

Technology investments are the second largest expenditure by retailers behind inventory. These investments help to drive major technological advances that make shopping more convenient while lowering costs for both consumers and retailers <sup>(1)</sup>.

## Giving Consumers New Ways to Shop

Online shopping is now a mainstream retail channel. Shoppers spent \$176 billion shopping online in 2010, an 11% jump over the previous year <sup>(2)</sup>.

## New Initiatives Improve the Customer Experience

From Macy's localization initiative – which helps ensure the right merchandise at specific stores based on local shoppers' unique tastes – to sustainability programs at Walmart which have cut waste in California by 80%, retail companies are among the most innovative businesses in the world, creating programs that streamline operations, increase sales and benefit the environment.

## Inventing Today's "Must-Have" Products

Amazon's Kindle and Apple's iPad are just two of the products that have revolutionized the retail industry. Through new products and a razor-sharp focus, the fastest-growing retailers in the country range from electronics companies (hhgregg) to grocers (Fresh & Easy) to specialty clothing (H&M) <sup>(3)</sup>.

<sup>(1)</sup> Source: Retail Horizons: Benchmarks 2010 – Forecasts 2011

<sup>(2)</sup> Source: Forrester Research, Inc.

<sup>(3)</sup> Source: 2011 STORES Hot 100 Retailers

# Idaho

## RESTAURANT INDUSTRY AT A GLANCE



Restaurants in Idaho are a driving force in the state's economy. Their sales generate tremendous tax revenues. They provide jobs and build careers for thousands of people. They also provide healthful options for their guests, give back to their communities, and work to reduce their impact on the environment. Visit [Restaurant.org](http://Restaurant.org) for more information.



In 2012, Idaho's restaurants are projected to register **\$1.8 billion** in sales.



Every \$1 spent in Idaho's restaurants generates an additional **\$.71** in sales for the state economy.



In 2010, there were **2,883** eating and drinking places in Idaho.



Every extra \$1 million spent in Idaho's restaurants generates an additional **29.4** jobs in the state.

## America Works Here™

### In 2012

Restaurants in Idaho employ **58,600** people  
(10% of employment in Idaho)



### In 2022

Restaurants in Idaho are projected to employ **65,000** people  
(10.9% job growth – 6,400 new jobs)

Source: National Restaurant Association. (Includes all restaurant and foodservice occupations. Employment figures are projected.)

## HOW BIG IS AMERICA'S RESTAURANT INDUSTRY?

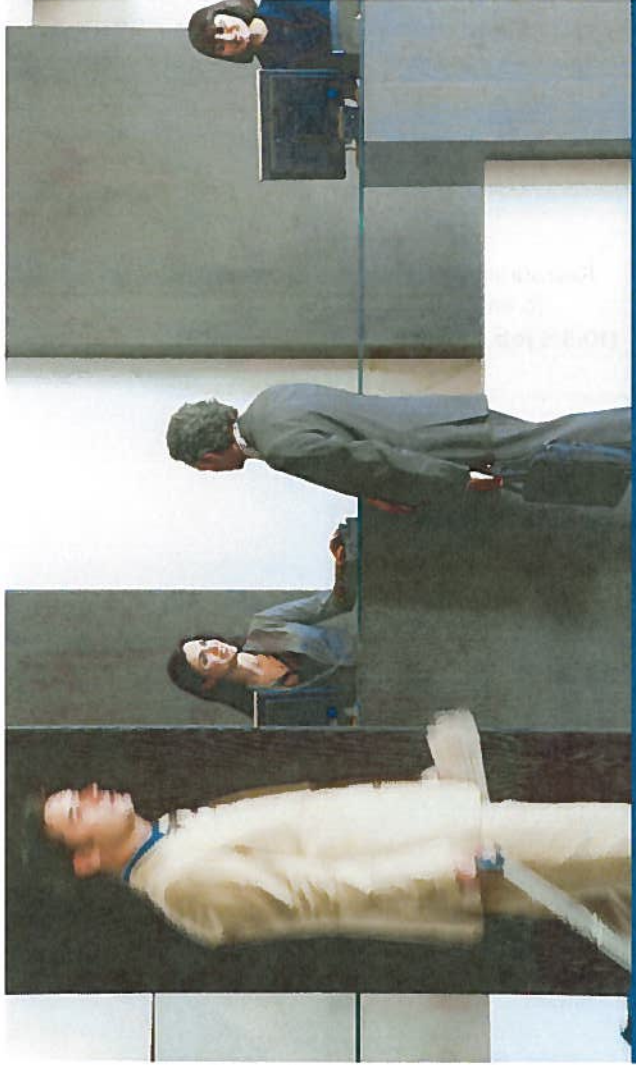


[Restaurant.org](http://Restaurant.org) • [www.idahohospitality.net](http://www.idahohospitality.net)

@WeRRestaurants

[Facebook.com/NationalRestaurantAssociation](https://www.facebook.com/NationalRestaurantAssociation)

[Youtube.com/RestaurantDotOrg](https://www.youtube.com/RestaurantDotOrg)



America's hotels: strengthening the economy in every state.

## IDAHO

### Lodging Industry: 2009 State Overview

Idaho's hotels are an important segment of the state's economy. 9.5 percent of all jobs in the state are directly or indirectly related to the lodging industry, with hotels, motels, resorts, or lodges generating **\$255 million in tax revenue for state and local governments**.

Many of our properties are small businesses, a sector that created 67.5 percent of new jobs in the state.

Our industry reaches far beyond just providing our guests with comfortable rooms or convenient meeting spaces—we are interlinked with many other industries, such as transportation, restaurants, agriculture, manufacturing, and recreation, **supporting \$5.6 billion in total sales throughout the state**.

#### ECONOMIC FACTS for Idaho

<b>Jobs</b>	<b>9,860</b> lodging jobs in 2008	<b>\$292.8 million</b> in employee wages	In 2008, the lodging industry had <b>\$485 million</b> in direct sales in Idaho	In 2008, there were <b>327 lodging properties</b> in Idaho comprising <b>22,077 hotel rooms</b>
		<b>Sales</b>	<b>Locations</b>	

Sources: Figures are derived from industry statistical research, 2005 Quiet Good Survey, U.S. Bureau of Labor Statistics, Small Business Administration, and U.S. Census Bureau data.

# AMERICA'S Lodging and Travel Industry by the Numbers

## 4.4 MILLION PEOPLE

Average number of guests each night in all combined U.S. hotels

## 2.0 MILLION JOBS

Directly employed by the American lodging industry

## 48,062

Lodging properties in the U.S.

## 4,476,191

Guestrooms in U.S. lodging properties

## \$139.4 BILLION

Total sales revenue in 2007

## 15.1 MILLION JOBS

Created or supported in all U.S. industries through lodging's presence

## \$1.6 TRILLION

U.S. economic revenue generated throughout the national economic chain by the lodging and hospitality industry, which equates to 11% of national GDP

## \$240 BILLION

Spending by business travelers in 2007

## \$34 BILLION

Tax revenue generated each year by business travel for federal, state, local governments

## 97%

Percentage of hotel properties donating to local community charities

## \$815 MILLION

Total yearly value of rooms, food, services, or cash charitable donations by U.S. lodging industry

