


United States of America

	Jobs¹ (FTE)	504,344
	Wages²	\$25.44 B
	Taxes³	\$10.27 B
	State Empl. Tax	\$4.46 B
	Federal Empl. Tax	\$5.81 B
	Economic Impact⁴	\$80.25 B

TOTAL ECONOMIC IMPACT IN THE UNITED STATES

- There are an estimated **504,344 jobs** (FTE) in the United States supported by the toy industry.
- Jobs in the United States account for **\$25.44 billion** in wages.
- **97.7%** of toy manufacturers, wholesalers, distributors in the United States **are small businesses**.
- From toy inventors and designers to store clerks in every state, the toy industry directly supports an estimated **287,681 U.S. jobs**. Of these, 40.1% (115,320 FTE) are employed by small businesses.
- An estimated 3 billion, fun, safe and affordable toys are sold across the U.S. each year.
- Although the average retail price of a toy is \$10.35⁵, the industry generates roughly **\$25 Billion** annually in direct retail toy sales.
- The toy industry's annual **TOTAL ECONOMIC IMPACT IN THE UNITED STATES IS \$80.25 billion**.

DOMESTIC VALUE OF TOYS

- **Up to 80¢ of every toy retail dollar remains in the U.S.**
More than \$25 B is spent on toys in the U.S. each year – nearly a third of total global toy sales. Just under 80% of those retail dollars remain in the country as a result of U.S. domestic operations (e.g., production plus wholesale and retail).
- **About 61¢ of every toy production dollar remains in the U.S.**
The most important aspects of creating a toy – research and development, design (including safety considerations), as well as some component manufacturing – occur domestically. On average, about 61% of the more than \$14.7 B that toy companies invest annually in production (e.g., salaries, benefits and material costs) remains in the U.S.

■ Up to 80¢ per retail dollar remains in the U.S.

■ About 61¢ per production dollar remains in the U.S.



BREAKDOWN BY CATEGORY	Jobs (FTE)	Wages	Economic Impact
Direct <i>Manufacturers, wholesalers, distributors and retailers of toys and similar children's products.</i>	287,681	\$12.69 B	\$37.38 B
Indirect <i>Suppliers of raw materials, components and services to "Direct" manufacturers, wholesalers, distributors and retailers.</i>	91,067	\$6.14 B	\$22.58 B
Induced <i>Local businesses that are supported by the re-spending of "Direct" and "Indirect" businesses (calculated using an input/output model of the United States)</i>	125,596	\$6.60 B	\$20.30 B
Total	504,344	\$25.44 B	\$80.25 B

Additional Information	Edward Desmond Executive Vice President, External Affairs <i>The Toy Association</i> E: edesmond@toyassociation.org T: (202) 459-0359
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- ¹ Estimated Full Time Equivalent (FTE) jobs. In addition to direct employees of toy manufacturers, wholesalers and distributors, this figure also includes all retailers that sell toys as some component of its total product assortment. Toy-related retailer employment is calculated by multiplying total employees by the retailer's share of toy sales.
- ² Wage data includes all income paid to workers by employers (e.g., cash wages along with health and life insurance payments, retirement payments and other non-cash compensation).
- ³ "Taxes" includes business and employment taxes but does not include sales taxes paid on toys at retail by consumers.
- ⁴ "Economic Impact" is the value of production by industry in a given geographic area.
- ⁵ Source: The NPD Group, Retail Sales Data, January 13, 2015 data release.