
**TOTAL ECONOMIC IMPACT IN THE STATE OF WISCONSIN**

<table>
<thead>
<tr>
<th></th>
<th>WISCONSIN</th>
<th>UNITED STATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs(^1) (FTE)</td>
<td>13,251</td>
<td>627,110</td>
</tr>
<tr>
<td>Wages(^2)</td>
<td>$572.4M</td>
<td>$31.1B</td>
</tr>
<tr>
<td>Taxes(^3)</td>
<td>$225.5M</td>
<td>$13.2B</td>
</tr>
<tr>
<td>Economic Impact(^4)</td>
<td>$2.0B</td>
<td>$98.2B</td>
</tr>
</tbody>
</table>

**FAST FACTS**

- **95.5%** of toy manufacturers, wholesalers, and distributors in the United States are small businesses. In the State of Wisconsin **90.7% are 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 **$10.00**, the industry generates roughly **$27 Billion**\(^5\) annually in direct U.S. retail toy sales and **$90.4 Billion** in global retail toy sales.

**DOMESTIC VALUE OF TOYS**

- **Up to 77¢ of every toy retail dollar remains in the U.S.**
  Just under 77% of U.S. retail dollars remain in the country as a result of U.S. domestic operations (e.g., production plus wholesale and retail).

- **About 51¢ of every toy production dollar remains in the U.S.**
  On average, about 51% of the more than **$12.7B** that toy companies invest annually in production (e.g., salaries, benefits, and material costs) remain in the U.S.
### 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.

### Wage data

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).

### “Taxes”

“Taxes” includes business and employment taxes but does not include sales taxes paid on toys at retail by consumers. State and Federal taxes have been combined.

### “Economic Impact”

“Economic Impact” is the value of production by industry in a given geographic area.

### Source


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<table>
<thead>
<tr>
<th>Breakdown by Category</th>
<th>Jobs (FTE)</th>
<th>Wages</th>
<th>Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct</td>
<td>6,439</td>
<td>$215.2M</td>
<td>$734.4M</td>
</tr>
<tr>
<td>Indirect</td>
<td>2,966</td>
<td>$183.5M</td>
<td>$679.7M</td>
</tr>
<tr>
<td>Induced</td>
<td>3,846</td>
<td>$173.7M</td>
<td>$616.3M</td>
</tr>
<tr>
<td>Total</td>
<td>13,251</td>
<td>$572.4M</td>
<td>$2.0B</td>
</tr>
</tbody>
</table>

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### Additional Information

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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. State and Federal taxes have been combined.*  

*4 “Economic Impact” is the value of production by industry in a given geographic area.*  

*5 Source: The NPD Group, 2020.*