

TAKING STOCK IN RETAIL'S ECONOMIC IMPACT IN MICHIGAN

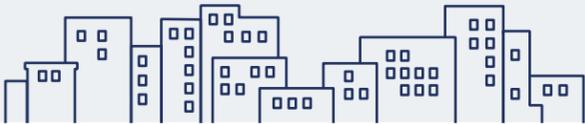
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BACKGROUND NUMBERS

IN 2020, MICHIGAN HAD APPROXIMATELY

122,000

RETAIL ESTABLISHMENTS.



MICHIGAN'S RETAIL INDUSTRY DIRECTLY EMPLOYED ABOUT

758,000

WORKERS



And

PAID THEM

Nearly \$23 BILLION



(BLS 2021; U.S. CENSUS BUREAU 2020).

HOWEVER

SHOPPING LOCAL...

MORE MICHIGANDERS BUY ONLINE THAN EVER BEFORE.

TOTAL E-COMMERCE AND REMOTE PURCHASES NATIONALLY INCREASED 2.9% IN 2020

BUYING ONLINE AMID THE COVID-19 PANDEMIC has given customers access to e-commerce and other remote sales and has been CRITICAL for many Michigan retailers.

BECAUSE RETAILERS ADJUSTED TO ALTERNATE WAYS OF SELLING SUCH AS ONLINE, SOCIAL MEDIA, PHONE they were able to maintain support for their businesses during difficult circumstances.

WITHOUT THIS ABILITY, MORE MICHIGAN RETAILERS WOULD LIKELY NOT SURVIVED THE PANDEMIC.

NEED MORE: bottled water

toilet paper, face masks, hand sanitizer, chocolate...

SPENDING YOUR DOLLARS \$\$\$

LOCALLY

CREATES NEW JOBS IN MICHIGAN

DIRECT EMPLOYMENT IN THE RETAIL SECTOR IN MICHIGAN DECLINED 14% BETWEEN 2017 & 2020 with most losses occurring in 2020, reflecting the impact of the COVID-19 pandemic.

RETAILERS INDIRECTLY EMPLOY TENS OF THOUSANDS THROUGH THEIR PURCHASES of goods and services.

THE DECLINE NEGATIVELY IMPACTS COMMUNITIES BECAUSE RETAILERS ARE IMPORTANT EMPLOYERS AND ECONOMIC CONTRIBUTORS.

PLEASE! COME IN

WE'RE OPEN

For Example: Retailers hire cleaning services, security staff, attorneys, and accountants. The spending of those directly and indirectly employed in their communities provides EVEN MORE JOBS.

THIS SMALL CHANGE COULD HAVE A BIG IMPACT

IF MICHIGANDERS REDIRECT 10% of their

ESTIMATED \$23.7 BILLION in OUT-OF-STATE E-COMMERCE

IT WOULD INCREASE EMPLOYMENT IN MICHIGAN BY MORE THAN

14,000 NEW JOBS

IN ADDITION TO RETAIL

- REAL ESTATE
- EMPLOYMENT SERVICES
- WAREHOUSING & STORAGE
- RESTAURANT
- HOSPITAL

SECTORS WOULD ALL SEE AN INCREASE IN TOTAL EMPLOYMENT.

IT WOULD INCREASE LABOR INCOME

\$533 MILLION

AND MICHIGAN WOULD GAIN

\$1.9 BILLION

IN INCREASED ECONOMIC ACTIVITY.