



ICSC Retail real estate matters.

Retail real estate is an essential part of our communities, generating sales tax revenue to fund local governments, creating jobs and providing access to essential goods and services.

Retail real estate creates U.S. jobs...

The retail real estate industry directly supports **34.8 million jobs** and accounts for **\$840 billion in wages** annually.



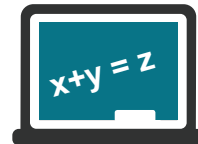
1 in 6 jobs
is retail real estate-related
(34.8 million jobs)

...and the jobs are more than just retail.

Retail real estate jobs have expanded beyond traditional merchants: **46.1%** are in health care, fitness, education and other service-related industries.

Retail real estate is a critical revenue source for communities.

Local property taxes and state sales taxes generate over **\$366.4 billion annually**, helping communities pay for teachers, first-responders, road repairs and other critical services.



Retail real estate is small business.

72% of retail real estate-related establishments have fewer than 10 employees. There are **134,564 female-owned retail businesses** and **154,813 minority-owned retail businesses**.



Brick-and-mortar retail is integral to the new economy.

90% of all sales are generated by retailers with physical establishments, including online and mobile purchases. Opening one new physical store in a market results in an average **37% increase** in overall traffic to that retailer's website, compared with web traffic prior to the store's opening.



Sources: ICSC Research, U.S. Census Bureau, U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics



ICSC serves the global retail real estate industry.

ICSC consists of a diverse group of businesses that includes the developers and operators of retail properties, as well as the tenants who occupy them, ranging from retailers to professional services to restaurants.

