



Beer Serves America | 2018 Data
ECONOMIC IMPACT OF THE BEER INDUSTRY



Wisconsin

Direct Economic Impact			
	Jobs	Wages	Output
Brewing	2,356	\$139,771,000	\$1,377,854,200
Distributing	3,677	\$226,966,600	\$577,857,800
Retailing	26,996	\$594,662,900	\$1,357,073,600
Total	33,029	\$961,400,500	\$3,312,785,600

Supplier Economic Impact			
	Jobs	Wages	Output
Agriculture	1,281	\$32,136,800	\$158,707,500
Business and Personal Services	4,139	\$266,553,600	\$535,882,000
Mining	27	\$1,305,200	\$8,106,500
Construction	251	\$14,705,500	\$38,469,300
Finance Insurance and Real Estate	1,350	\$54,943,500	\$340,204,700
Manufacturing General	2,293	\$174,191,000	\$1,221,591,800
Retail	208	\$6,669,800	\$15,767,000
Transportation & Communication	1,818	\$124,042,900	\$460,942,300
Travel and Entertainment	688	\$14,450,100	\$39,422,900
Wholesaler	871	\$66,144,200	\$190,647,300
Government	267	\$20,468,600	\$51,004,100
Other	0	\$0	\$0
Total	13,193	\$775,611,200	\$3,060,745,400

Induced Economic Impact			
	Jobs	Wages	Output
Agriculture	372	\$11,824,500	\$44,780,600
Business and Personal Services	6,445	\$330,817,300	\$624,594,600
Mining	10	\$457,200	\$2,427,500
Construction	185	\$10,810,000	\$28,976,000
Finance Insurance and Real Estate	1,832	\$87,964,000	\$640,123,100
Manufacturing General	1,081	\$74,462,000	\$495,230,400
Retail	2,330	\$69,100,000	\$178,967,900
Transportation & Communication	852	\$58,417,300	\$265,084,900
Travel and Entertainment	2,461	\$49,654,300	\$150,179,300
Wholesaler	469	\$35,532,600	\$101,968,000
Government	187	\$13,494,100	\$41,733,900
Other	410	\$15,044,300	\$11,041,600
Total	16,634	\$757,577,600	\$2,585,107,800

	Jobs	Wages	Output
Total	62,856	\$2,494,589,300	\$8,958,638,800

Taxes Generated: Business and Personal

Federal	\$593,148,500
State and Local	\$455,207,000
Total Business and Personal Taxes	\$1,048,355,500

Taxes Paid: Consumption Taxes

Federal	\$75,115,300
State and Local	\$156,533,100
Excise	\$8,909,000
Sales and Other	\$147,624,100
Total Consumption Taxes	\$231,648,400

John Dunham & Associates: New York

Totals May Not Add Due to Rounding

Beer Creates Jobs.  Beer Serves America.