



# Driving Iowa's Economy

## Annual Contributions of Iowa's New-Vehicle Dealers\*

**Iowa's dealers maintain a multi-BILLION dollar retail industry.**

Average sales per dealership .....	\$19.4 million
Total sales of all new-vehicle dealerships in Iowa .....	\$6.3 billion
Dealership sales as % of total retail sales in the state .....	12.9%
Estimated number of new-vehicle dealerships .....	325

**Dealers provide thousands of well-paying jobs in Iowa.**

Total number of new-vehicle dealership employees in Iowa .....	11,073
Average number of employees per dealership .....	34
Average annual earnings of new-vehicle dealership employees .....	\$41,774
Dealership payroll as % of total state retail payroll .....	11.5%
Annual payroll of new-vehicle dealerships .....	\$463 million
Average annual payroll per new-vehicle dealership .....	\$1.42 million

**Dealers generate hundreds of millions of dollars of tax revenue for state and local government through:**

- **Sales Tax Revenue**
- **Corporate Tax Revenue**
- **Payroll Tax Revenue**

*\*Numbers reflect annual economic activity during 2010*