



Local Radio and TV:

HELPING DRIVE THE UNITED STATES ECONOMY

WOODS & POOLE
E C O N O M I C S
WASHINGTON D. C.

United States – Local Television and Radio

Total U.S. Economic Impact

\$1.23 trillion

Television \$756.13 billion

Radio \$470.13 billion

2.52 million jobs

Television 1.55 million jobs

Radio 968,118 jobs



Direct Economic Impact in U.S.

\$55.38 billion

314,494 jobs

Economic Impact on Other Industries in U.S.

\$138.65 billion

784,671 jobs

Stimulative Effect on Economy in U.S.

\$1.03 trillion

1.42 million jobs



United States Economy

	2022	2032
Population (in millions)	333.29	355.53
Households (in millions)	130.50	141.04
Employment (in millions of jobs)	208.29	237.72
Retail Sales (in trillions of 2022 \$)	\$7.91	\$8.66
Gross State Product (in trillions of 2022 \$)	\$25.46	\$30.95
Income per Capita (in 2022 \$)	\$66,968	\$78,205

North Dakota – Local Television and Radio

Total Economic Impact in State

\$3.33 billion

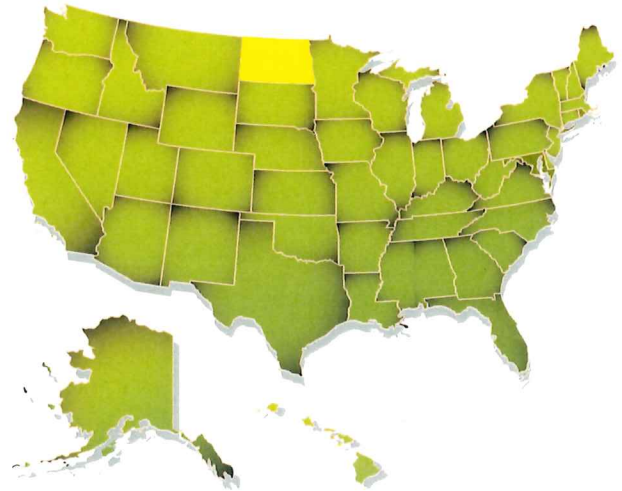
Television \$1.69 billion

Radio \$1.64 billion

6,910 jobs

Television 3,512 jobs

Radio 3,398 jobs



Direct Economic Impact in State

\$150.57 million

863 jobs

Economic Impact on Other Industries in State

\$374.46 million

2,152 jobs

Stimulative Effect on Economy in State

\$2.81 billion

3,895 jobs



North Dakota Economy

	2022	2032
Population	779,261	830,486
Households	328,304	355,022
Employment (in number of jobs)	592,736	680,462
Retail Sales (in billions of 2022 \$)	\$28.92	\$31.67
Gross State Product (in billions of 2022 \$)	\$70.08	\$88.02
Income per Capita (in 2022 \$)	\$68,725	\$79,348