

# RETAIL'S IMPACT IN KANSAS

1 in 5 Jobs

Retail is the nation's largest private sector employer driving the U.S. economy and creating jobs in communities around the country. Retail is everywhere — especially in Kansas. Here is a quick look at retail in your state, visit [NRF.com/retailsimpact](http://NRF.com/retailsimpact) for more information and to download the full report, The Economic Impact of the U.S. Retail Industry.



## BY THE NUMBERS

**37,002** - RETAIL ESTABLISHMENTS

**7,188** - DIRECT LABOR INCOME  
(\$MILLIONS)

**284,238** - DIRECT RETAIL EMPLOYMENT

**11,782** - DIRECT IMPACT ON GDP  
(\$MILLIONS)

**400,302** - TOTAL JOBS SUPPORTED

**\$21.9 Billion** - TOTAL IMPACT ON GDP

## DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN KANSAS

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	284,238	\$11,782
Administrative and waste management services	101,455	\$4,556
Agriculture, forestry, fishing, and related activities	73,808	\$5,165
Arts, entertainment, and recreation	30,833	\$730
Construction	85,271	\$4,713
Educational services	26,565	\$876
Finance and insurance	102,129	\$7,134
Health care and social assistance	194,117	\$10,120
Information	32,128	\$5,240
Management of companies and enterprises	14,903	\$1,789
Manufacturing	169,114	\$22,565
Mining	33,336	\$2,403
Other services, except public administration	97,274	\$3,147
Professional, scientific, and technical services	96,026	\$6,541
Real estate and rental and leasing	61,965	\$14,043
Transportation and warehousing	59,117	\$5,379
Utilities	8,158	\$2,762
Wholesale trade	64,612	\$9,352

LEARN MORE ABOUT RETAIL'S IMPACT AT [NRF.COM/RETAILS-IMPACT](http://NRF.COM/RETAILS-IMPACT)

#thisisretail



NRF is the world's largest retail trade association, representing retailers from the United States and more than 45 countries.

PwC conducted this study based on 2012 data from the U.S. Census and other sources.