

## RETAIL'S IMPACT IN KANSAS - 4

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 district, 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

**8,761** - RETAIL ESTABLISHMENTS

**1,938** - DIRECT LABOR INCOME  
(\$MILLIONS)

**67,688** - DIRECT RETAIL EMPLOYMENT

**3,062** - DIRECT IMPACT ON GDP  
(\$MILLIONS)

**95,586** - TOTAL JOBS SUPPORTED

**5,471** - TOTAL IMPACT ON GDP  
(\$MILLIONS)

### DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN KS-4

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	67,688	\$3,062
Administrative and waste management services	23,958	\$1,219
Agriculture, forestry, fishing, and related activities	12,162	\$583
Arts, entertainment, and recreation	10,187	\$192
Construction	21,137	\$1,193
Educational services	7,936	\$263
Finance and insurance	14,716	\$1,129
Health care and social assistance	49,539	\$2,575
Information	5,242	\$745
Management of companies and enterprises	3,990	\$597
Manufacturing	59,789	\$8,693
Mining	11,089	\$846
Other services, except public administration	19,742	\$699
Professional, scientific, and technical services	16,856	\$1,098
Real estate and rental and leasing	15,157	\$3,481
Transportation and warehousing	10,429	\$907
Utilities	1,015	\$344
Wholesale trade	12,672	\$1,698

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.