

RETAIL'S IMPACT IN NEBRASKA

1 in 4 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 Nebraska. Here is a quick look at retail in your state, visit NRF.com/retailsimpact for more information and to download the full report, The Economic Impact of the U.S. Retail Industry.



Nebraska retailers provide twice as many jobs as the state's manufacturing industry.

BY THE NUMBERS

25,801 - RETAIL ESTABLISHMENTS

4,812 - DIRECT LABOR INCOME
(\$MILLIONS)

199,985 - DIRECT RETAIL EMPLOYMENT

7,273 - DIRECT IMPACT ON GDP
(\$MILLIONS)

282,296 - TOTAL JOBS SUPPORTED

\$14.8 Billion - TOTAL IMPACT ON GDP

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN NEBRASKA

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	199,985	\$7,273
Administrative and waste management services	59,911	\$2,339
Agriculture, forestry, fishing, and related activities	58,264	\$8,451
Arts, entertainment, and recreation	23,001	\$525
Construction	64,110	\$4,320
Educational services	22,977	\$855
Finance and insurance	81,806	\$7,940
Health care and social assistance	134,748	\$7,103
Information	19,627	\$2,564
Management of companies and enterprises	17,289	\$2,136
Manufacturing	98,418	\$13,568
Mining	2,733	\$442
Other services, except public administration	67,107	\$2,173
Professional, scientific, and technical services	62,764	\$4,637
Real estate and rental and leasing	35,141	\$9,942
Transportation and warehousing	62,214	\$7,467
Utilities	1,763	\$1,899
Wholesale trade	44,483	\$5,690

LEARN MORE ABOUT RETAIL'S IMPACT AT 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.