

# RETAIL'S IMPACT IN NEBRASKA - 1

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 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

**7,984** - RETAIL ESTABLISHMENTS

**1,438** - DIRECT LABOR INCOME  
(\$MILLIONS)

**59,677** - DIRECT RETAIL EMPLOYMENT

**2,199** - DIRECT IMPACT ON GDP  
(\$MILLIONS)

**85,460** - TOTAL JOBS SUPPORTED

**4,443** - TOTAL IMPACT ON GDP  
(\$MILLIONS)

## DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN NE-1

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	59,677	\$2,199
Administrative and waste management services	16,599	\$569
Agriculture, forestry, fishing, and related activities	14,972	\$2,145
Arts, entertainment, and recreation	7,939	\$151
Construction	21,015	\$1,197
Educational services	8,048	\$240
Finance and insurance	22,707	\$2,110
Health care and social assistance	41,600	\$2,119
Information	5,009	\$584
Management of companies and enterprises	3,051	\$275
Manufacturing	36,756	\$5,682
Mining	402	\$103
Other services, except public administration	19,653	\$683
Professional, scientific, and technical services	20,843	\$1,342
Real estate and rental and leasing	13,309	\$3,381
Transportation and warehousing	16,003	\$1,653
Utilities	357	\$289
Wholesale trade	10,606	\$1,281

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.