

# RETAIL'S IMPACT IN NEBRASKA - 3

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

**9,705** - RETAIL ESTABLISHMENTS

**1,463** - DIRECT LABOR INCOME  
(\$MILLIONS)

**62,313** - DIRECT RETAIL EMPLOYMENT

**2,326** - DIRECT IMPACT ON GDP  
(\$MILLIONS)

**89,355** - TOTAL JOBS SUPPORTED

**4,573** - TOTAL IMPACT ON GDP  
(\$MILLIONS)

## DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN NE-3

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	62,313	\$2,326
Administrative and waste management services	12,372	\$388
Agriculture, forestry, fishing, and related activities	42,335	\$6,190
Arts, entertainment, and recreation	6,385	\$116
Construction	23,011	\$1,053
Educational services	4,080	\$114
Finance and insurance	16,356	\$1,487
Health care and social assistance	40,477	\$1,844
Information	4,538	\$437
Management of companies and enterprises	2,809	\$337
Manufacturing	38,740	\$4,627
Mining	1,134	\$210
Other services, except public administration	27,247	\$645
Professional, scientific, and technical services	11,047	\$576
Real estate and rental and leasing	6,053	\$2,451
Transportation and warehousing	18,010	\$2,525
Utilities	577	\$574
Wholesale trade	17,739	\$2,007

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.