

RETAIL'S IMPACT IN NEBRASKA - 2

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 for more information and to download the full report, The Economic Impact of the U.S. Retail Industry.



BY THE NUMBERS

8,112 - RETAIL ESTABLISHMENTS

1,910 - DIRECT LABOR INCOME
(\$MILLIONS)

77,995 - DIRECT RETAIL EMPLOYMENT

2,748 - DIRECT IMPACT ON GDP
(\$MILLIONS)

107,481 - TOTAL JOBS SUPPORTED

5,784 - TOTAL IMPACT ON GDP
(\$MILLIONS)

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN NE-2

| INDUSTRY | EMPLOYMENT (JOBS) | GDP (\$MILLION) |
|--|----------------------|--------------------|
| Retail trade (including food services and drinking places) | 77,995 | \$2,748 |
| Administrative and waste management services | 30,940 | \$1,382 |
| Agriculture, forestry, fishing, and related activities | 957 | \$116 |
| Arts, entertainment, and recreation | 8,677 | \$258 |
| Construction | 20,085 | \$2,070 |
| Educational services | 10,849 | \$501 |
| Finance and insurance | 42,743 | \$4,343 |
| Health care and social assistance | 52,672 | \$3,141 |
| Information | 10,080 | \$1,543 |
| Management of companies and enterprises | 11,429 | \$1,524 |
| Manufacturing | 22,922 | \$3,259 |
| Mining | 1,197 | \$129 |
| Other services, except public administration | 20,207 | \$845 |
| Professional, scientific, and technical services | 30,874 | \$2,719 |
| Real estate and rental and leasing | 15,779 | \$4,110 |
| Transportation and warehousing | 28,200 | \$3,289 |
| Utilities | 829 | \$1,036 |
| Wholesale trade | 16,139 | \$2,402 |

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.