

Please Note: This Data does not reflect any manufacturing or distribution, only retail trade

		Current			Historical			Forecast			
		Four Quarters Ending with 2014q4			Total Change over the Last 2 Years		Average Annual % Change in Employment 2012q4-2014q4			Over the Next 5 Years	
NAICS	Industry	Employment	Avg. Annual Wages	Location Quotient	Employment	City of Lincoln	0:30M DRTM from Exit 24 LC	0:45M DRTM from Exit 24 LC	Total Approx Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
4411	Automobile Dealers	122	\$43,639	0.67	11	5.0%	6.4%	6.2%	17	6	1.0%
4412	Other Motor Vehicle Dealers	18	\$35,823	0.83	0	0.5%	4.9%	3.1%	2	1	1.0%
4413	Automotive Parts, Accessories, and Tire Stores	165	\$26,016	2.00	-1	-0.4%	2.8%	2.7%	23	8	1.0%
4421	Furniture Stores	34	\$34,921	1.02	0	0.3%	2.5%	3.3%	5	2	1.0%
4422	Home Furnishings Stores	7	\$29,136	0.19	0	2.9%	6.8%	7.6%	1	0	1.0%
4431	Electronics and Appliance Stores	9	\$19,602	0.12	-10	-31.5%	3.2%	3.0%	1	0	0.4%
4441	Building Material and Supplies Dealers	339	\$26,360	2.04	22	3.4%	3.2%	2.9%	53	17	1.0%
4442	Lawn and Garden Equipment and Supplies Stores	31	\$18,844	1.38	13	32.8%	-7.4%	-4.6%	5	0	0.0%
4451	Grocery Stores	558	\$19,264	1.37	52	5.1%	3.4%	3.3%	92	14	0.5%
4452	Specialty Food Stores	12	\$15,132	0.35	6	35.1%	9.6%	5.1%	2	0	0.3%
4453	Beer, Wine, and Liquor Stores	12	\$17,537	0.48	-1	-3.8%	1.7%	2.5%	2	1	1.0%
4461	Health and Personal Care Stores	261	\$37,488	1.66	-16	-2.9%	-0.3%	0.0%	35	21	1.6%
4471	Gasoline Stations	229	\$16,862	1.68	41	10.5%	4.3%	3.8%	43	3	0.3%
4481	Clothing Stores	21	\$12,395	0.13	-9	-15.7%	4.7%	2.9%	4	2	1.7%
4482	Shoe Stores	11	\$16,630	0.35	7	67.1%	9.0%	7.5%	2	1	1.0%
4483	Jewelry, Luggage, and Leather Goods Stores	10	\$31,174	0.46	-6	-20.4%	1.6%	1.2%	2	0	0.2%
	Sporting Goods, Hobby, and Musical Instrument										
4511	Stores	16	\$15,838	0.19	-5	-12.5%	8.4%	7.7%	3	1	1.6%
4521	Department Stores	435	\$19,544	2.04	-279	-22.0%	-1.6%	-0.5%	70	9	0.4%
4529	Other General Merchandise Stores	359	\$22,195	1.30	248	80.0%	8.4%	4.1%	61	44	2.4%
4531	Florists	11	\$16,479	1.12	-4	-14.7%	-2.8%	-2.1%	2	-1	-2.1%
4532	Office Supplies, Stationery, and Gift Stores	56	\$24,579	1.23	16	18.1%	-2.4%	-2.0%	9	-2	-0.6%
4533	Used Merchandise Stores	27	\$16,035	1.09	1	1.0%	6.7%	7.1%	5	3	2.1%
4539	Other Miscellaneous Store Retailers	14	\$12,315	0.31	-38	-47.6%	3.1%	2.3%	2	0	0.6%
4541	Electronic Shopping and Mail-Order Houses	17	\$45,129	0.34	6	23.7%	1.2%	5.3%	2	2	2.0%
4543	Direct Selling Establishments	5	\$26,528	0.22	-10	-44.6%	-2.8%	-0.9%	1	0	-0.2%
44	Retail Trade	2,779	\$24,368	1.17	45	0.8%	3.4%	2.9%	439	134	0.9%
	Total - All Industries	21,105	\$34,604	1.00	1,164	2.9%	3.0%	2.9%	2,637	1,243	1.2%