

RETAIL'S IMPACT IN NEBRASKA

Retail is the nation's largest private-sector employer, driving the U.S. economy and supporting 52 million jobs in communities across the country. Here's a quick look at retail in your state.

For the full report, "The Economic Impact of the U.S. Retail Industry," visit nrf.com/retailsimpact.



25%

of jobs in Nebraska are supported by the retail industry

BY THE NUMBERS

209.2K DIRECT RETAIL EMPLOYMENT

330.2K TOTAL JOBS SUPPORTED

\$8.9 billion DIRECT IMPACT ON GDP

\$21.9 billion TOTAL IMPACT ON GDP

\$5.8 billion DIRECT LABOR INCOME

\$13.1 billion TOTAL LABOR INCOME

28K RETAIL ESTABLISHMENTS

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN NEBRASKA

INDUSTRY	EMPLOYMENT (JOBS)	GDP (\$MILLION)
Retail trade (including food services and drinking places)	209,150	\$8,935
Accommodation	9,940	\$470
Administrative, support and waste management and remediation services	66,660	\$3,392
Agriculture, forestry, fishing, and related activities	67,120	\$6,045
Arts, entertainment, and recreation	26,180	\$701
Construction	76,870	\$3,333
Educational services	24,140	\$1,028
Finance and insurance	83,930	\$12,545
Health care and social assistance	146,000	\$9,540
Information	20,400	\$3,731
Management of companies and enterprises	22,730	\$2,754
Manufacturing	103,800	\$13,538
Mining, quarrying, and oil and gas extraction	3,150	\$201
Other services (except government and government enterprises)	68,720	\$2,516
Professional, scientific, and technical services	65,510	\$5,365
Real estate and rental and leasing	51,140	\$12,327
Transportation and warehousing	69,890	\$10,427
Utilities	1,260	\$3,852
Wholesale trade	43,320	\$7,615