

Retail's Impact in Nebraska

Retail is the nation's largest private-sector employer, driving the U.S. economy and supporting **55 million jobs** in communities across the country. Here's a quick look at retail in your state.

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

25%

of jobs in the state are supported by the retail industry

BY THE NUMBERS

\$30.1B total impact on GDP

\$7B direct labor income

29.4K retail establishments

206.3K direct retail employment

342K total jobs supported

\$11.7B direct impact on GDP

DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN NEBRASKA

Industry	Employment (Jobs)	GDP (\$Millions)
Retail trade (including food services and drinking places)	206,300	\$11,675
Accommodation	8,650	\$623
Administrative and support and waste management and remediation services	67,370	\$4,396
Agriculture, forestry, fishing, and related activities	64,360	\$9,494
Arts, entertainment, and recreation	25,510	\$871
Construction	83,950	\$7,224
Educational services	24,780	\$1,060
Finance and insurance	92,890	\$20,928
Health care and social assistance	146,290	\$11,594
Information	22,090	\$4,721
Management of companies and enterprises	22,450	\$3,200
Manufacturing	106,950	\$18,993
Mining, quarrying, and oil and gas extraction	2,590	\$214
Other services (except government and government enterprises)	70,230	\$3,336
Professional, scientific, and technical services	71,020	\$6,976
Real estate and rental and leasing	65,570	\$14,913
Transportation and warehousing	72,400	\$11,936
Utilities	1,280	\$4,575
Wholesale trade	44,020	\$9,971