

# 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](https://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)
<b>Retail trade (including food services and drinking places)</b>	<b>206,300</b>	<b>\$11,675</b>
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

# Retail's Impact in Nebraska

## THE ECONOMIC CONTRIBUTION OF THE RETAIL INDUSTRY IN NEBRASKA

2022

State / Congressional District	Number of Retail Establishments	Employment (Jobs)		Labor Income (\$Millions)		GDP (\$Millions)	
		Direct	Total	Direct	Total	Direct	Total
<b>Nebraska</b>	<b>29,422</b>	<b>206,300</b>	<b>342,040</b>	<b>\$7,043</b>	<b>\$16,576</b>	<b>\$11,675</b>	<b>\$30,116</b>
NE-1	8,670	61,620	100,020	\$2,051	\$4,479	\$3,427	\$8,001
NE-2	11,123	77,540	132,010	\$2,861	\$7,355	\$4,740	\$13,430
NE-3	9,628	67,140	110,010	\$2,132	\$4,742	\$3,508	\$8,685