

## Nebraska – Local Television and Radio

### Total Economic Impact in State

**\$7.67 billion**

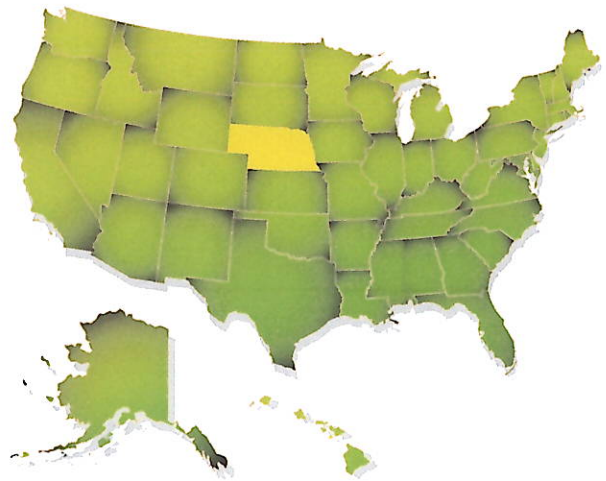
**Television \$4.35 billion**

**Radio \$3.32 billion**

**16,011 jobs**

**Television 9,084 jobs**

**Radio 6,927 jobs**



### Direct Economic Impact in State

\$346.35 million

1,998 jobs

### Economic Impact on Other Industries in State

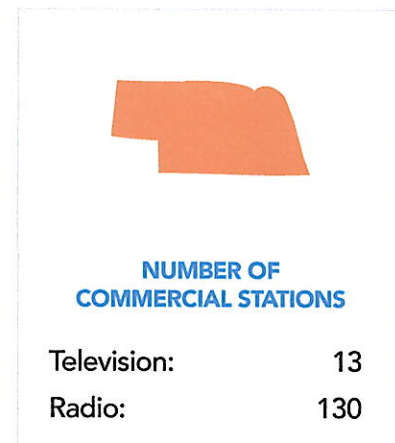
\$864.53 million

4,987 jobs

### Stimulative Effect on Economy in State

\$6.46 billion

9,026 jobs



### Nebraska Economy

	2022	2032
Population (in millions)	1.97	2.06
Households	801,557	850,577
Employment (in millions of jobs)	1.36	1.50
Retail Sales (in billions of 2022 \$)	\$48.08	\$51.61
Gross State Product (in billions of 2022 \$)	\$160.49	\$188.92
Income per Capita (in 2022 \$)	\$64,010	\$73,714