



SMALL BUSINESS NEEDS ASSESSMENT 2019: DEMOGRAPHICS

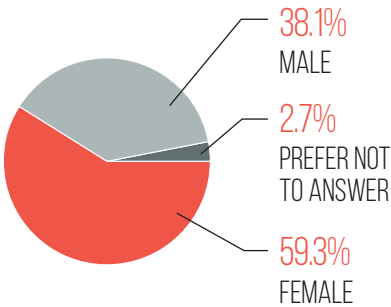


The Small Business Needs Assessment was first done by the Center for Rural Affairs in 2008. The survey has been completed every other year since. The purpose of the assessment is to determine the needs of small businesses in Nebraska as reported by small business owners and those who serve small businesses.

In 2019, a 36-question survey was provided to:

- Clients of the Center for Rural Affairs,
- Center partners and contractors, and
- Small business resource providers across Nebraska.

The survey was provided as a link on the Center for Rural Affairs website and emailed to the groups listed above. The survey was available in English and Spanish through SurveyMonkey.com.



Affiliation with Nebraska small business:



50.5%
Business owner



28.3%
Resource provider



5.5%
Lender/ banker



4.9%
Aspiring business owner



4.2%
Economic development



2.3%
Chamber of commerce



1.6%
Nonprofit organization



1.3%
Government



0.7%
Educator

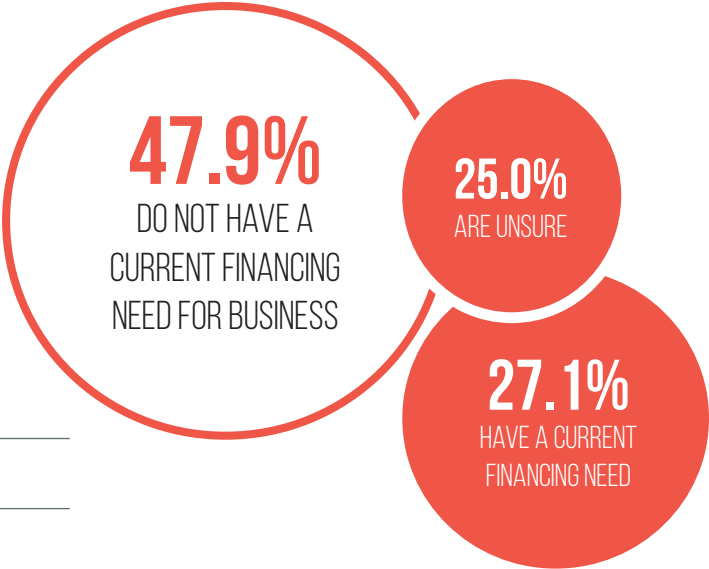


0.7%
Other

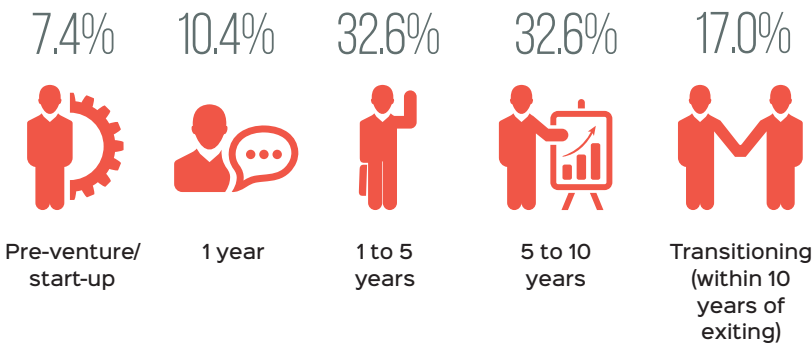


SMALL BUSINESS RESPONSES

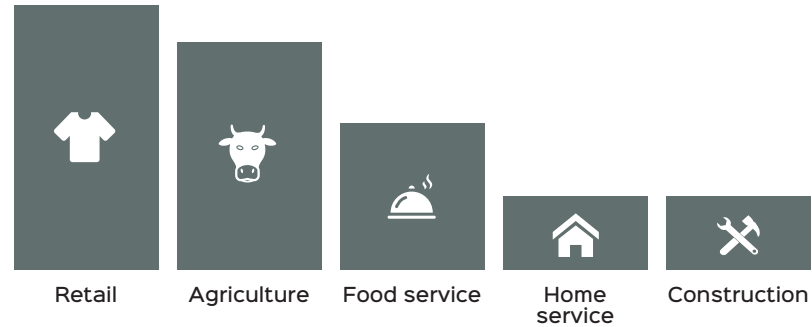
Respondents came from
48 counties
in Nebraska.



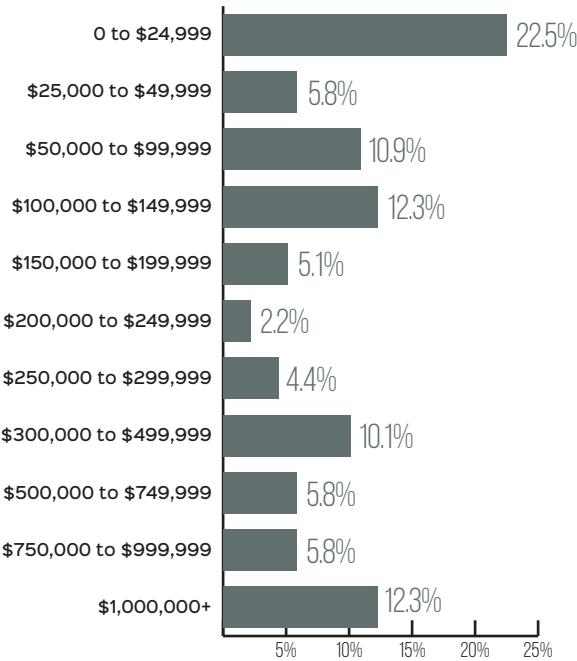
Stage of business:



Category that best describes one’s business:

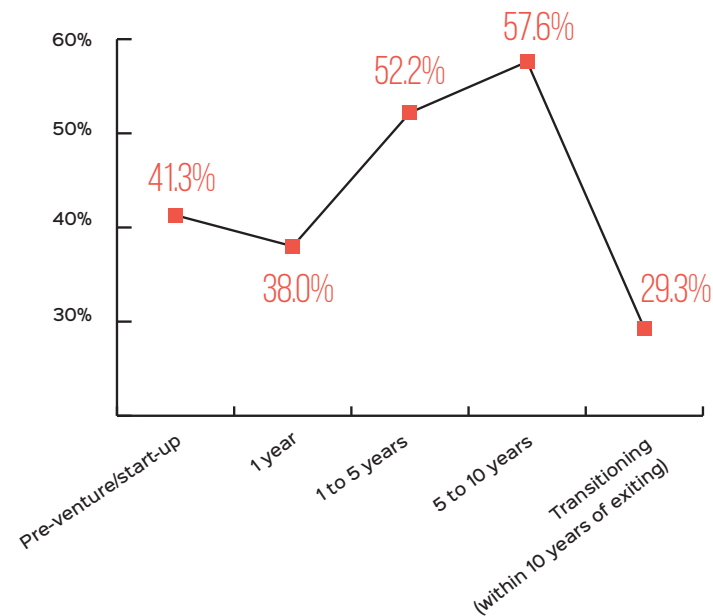


Gross sales in business’
last recorded year:



RESOURCE PROVIDER RESPONSES

State of majority of businesses worked with
(multiple responses allowed):



Category that best describes businesses
worked with (multiple responses allowed):

