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 Rural Enterprise Assistance Project (REAP), the small business development program of the Center for Rural Affairs,
- REAP 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.

### DEMOGRAPHICS

- **307 RESPONSES**
- **49.4 AVERAGE AGE OF BUSINESS OWNER**

#### Affiliation with Nebraska small business:

- **50.5%** Business owner
- **28.3%** Resource provider
- **5.5%** Lender/banker
- **5.5%** Aspiring business owner
- **4.9%** Economic development
- **2.3%** Chamber of commerce
- **16%** Nonprofit organization
- **13%** Government
- **0.7%** Educator
- **0.7%** Other

*In some cases, top answers are shown.*
SMALL BUSINESS RESPONSES

Respondents came from 48 counties in Nebraska.

47.9% do not have a current financing need for business.
25.0% are unsure.
27.1% have a current financing need.

Stage of business:

- Pre-venture/start-up: 7.4%
- 1 year: 10.4%
- 1 to 5 years: 32.6%
- 5 to 10 years: 32.6%
- Transitioning (within 10 years of exiting): 17.0%

Gross sales in business’ last recorded year:

- 0 to $24,999: 22.5%
- $25,000 to $49,999: 5.8%
- $50,000 to $99,999: 10.9%
- $100,000 to $149,999: 12.3%
- $150,000 to $199,999: 5.1%
- $200,000 to $249,999: 2.2%
- $250,000 to $299,999: 4.4%
- $300,000 to $499,999: 10.1%
- $500,000 to $749,999: 5.8%
- $750,000 to $999,999: 5.8%
- $1,000,000+: 12.3%

Category that best describes one’s business:

- Retail: 41.3%
- Agriculture: 38.0%
- Food service: 52.2%
- Home service: 57.6%
- Construction: 29.3%

RESOURCE PROVIDER RESPONSES

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

- Pre-venture/start-up: 60%
- 1 year: 50%
- 1 to 5 years: 40%
- 5 to 10 years: 30%
- Transitioning (within 10 years of exiting): 20%

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

- Retail: 66.7%
- Food service: 57.0%
- Manufacturing: 49.5%
- Agriculture: 48.4%
- Construction: 46.2%