

**Nebraska Business Use of Information Technology**  
**Connie Hancock, University of NE Cooperative Extension**  
**October 1, 2001**  
**E-COMMERCE: Impacting the way we do business?**  
**Nashville, Tennessee**  
**Southern Rural Development Center**

**Nebraska Use of Information Technology**



conNEcting  
Center for Applied Rural Information Systems  
Nebraska  
UNIVERSITY OF INFORMATION TECHNOLOGY

---

---

---

---


---

---

---

---

**Nebraska Use of Information Technology**



conNEcting  
NEBRASKA  
Technology Training

Empower rural communities to take advantage of new technology and opportunities

---

---

---

---

---

---

---

---

**conNEcting Goals and Objectives**

- Cutting edge technology education to rural communities
- Maintain/sustain current programming
- Community planning

---

---

---

---

---

---

---

---

 conNEcting Nebraska Technology

# Master navigator

---

---

---

---

---

---

---

---

 conNEcting Nebraska Technology

## NEBRASKA | ELECTRONIC MAIN STREET

---

---

---

---

---

---

---

---

 conNEcting Nebraska Technology

- Community Planning
  - Build community capacity by establishing forums
  - Learn the benefits of enhanced telecommunications infrastructure
  - Use telecommunications to move communities forward

---

---

---

---

---

---

---

---



## Business Survey

- Partnered with the Nebraska Information Technology Commission, the AIM Institute and UNL CARI
- Mail survey sent to 900 businesses in rural Nebraska
- Response rate = 45% (382 returns)

---

---

---

---

---

---

---

---



## About the Businesses

- 22% were in retail trade, 18% in professional and related services
- 96% of respondents owned, operated or managed the business
  - ✓ Average length of time was 15 years
  - ✓ 54% had owned or operated the business for at least 10 years
- 72% of businesses were located in a retail office space or manufacturing site

---

---

---

---

---

---

---

---



## About the Businesses

- 45% of the businesses were located in towns with populations of 20,000 or more
- The businesses employed, on average, 13 people including the owner operator
  - ✓ 80% employed 10 or fewer employees
- 35% had gross annual sales in 1999 of \$500,000 or more. 29% had gross sales less than \$100,000

---

---

---

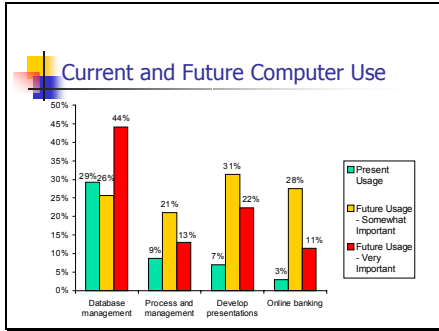
---

---

---

---

---




---

---

---

---

---

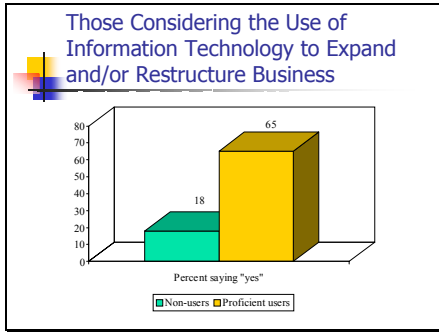
---

---

---

---

---




---

---

---

---

---

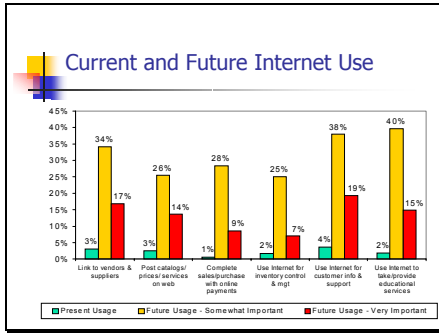
---

---

---

---

---




---

---

---

---

---

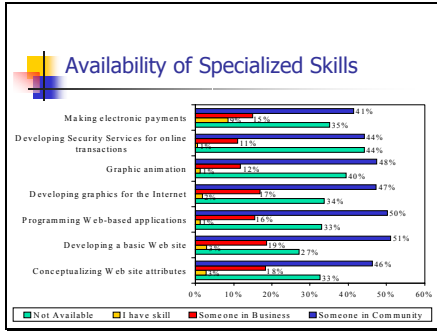
---

---

---

---

---




---



---



---



---



---



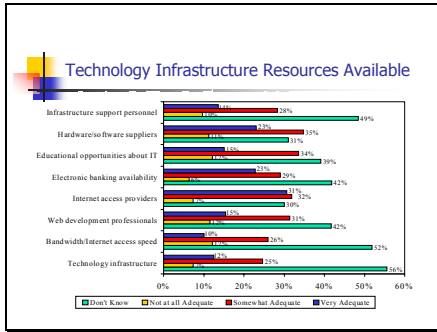
---



---



---




---



---



---



---



---



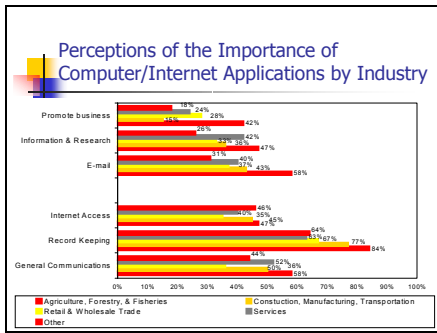
---



---



---




---



---



---



---



---



---

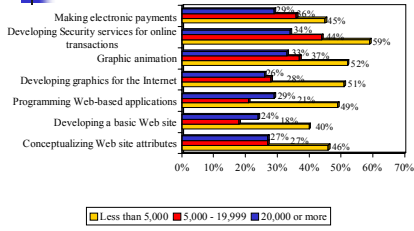


---



---

### Specialized Skills Access By Community Size



---

---

---

---

---

---

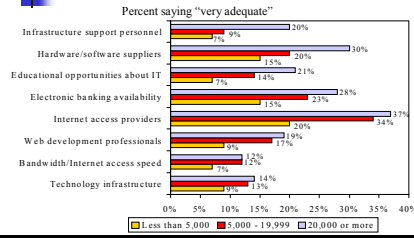
---

---

---

---

### Adequate Technology Resources By Community Size



---

---

---

---

---

---

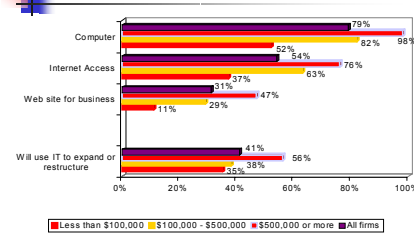
---

---

---

---

### Technology Use By Firm Size



---

---

---

---

---

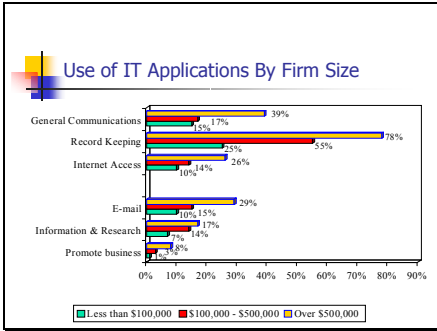
---

---

---

---

---




---

---

---

---

---

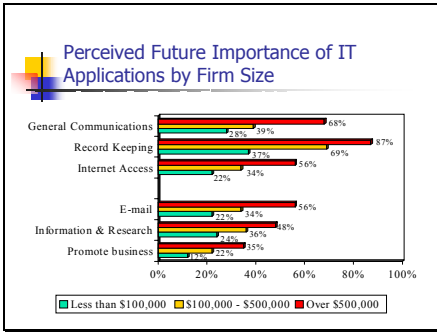
---

---

---

---

---




---

---

---

---

---

---

---

---


---

---

### Nebraska Use of Information Technology

For a complete copy of the Survey Results contact the University of NE Center for Rural Innovation at 1-800-328-2851 or go to <http://cari.unl.edu/> (Survey Research) or

Connie Hancock, [chancock1@unl.edu](mailto:chancock1@unl.edu)  
 University of NE Extension Educator  
 308-254-4455.




---

---

---

---

---

---

---

---

---

---