

Benchmark Data

Is your community above average, average, or below average on these indicators?

Households and Adults Online

Nearly 75% of U.S. homes have Internet access. 45% of Internet-connected homes now have broadband access.¹

Only 52% of rural residents used the Internet in 2003, compared to 67% of urban residents and 66% of suburban residents. Libraries play an important role in providing access to computers and the Internet in rural areas. 8% of rural Internet users rely on libraries and locations other than work or home to access the Internet.²

In September, 2001, approximately 45% of Nebraska households were online. In comparison, approximately 50% of U.S. households were online³. 49% of Nebraska households with children (ages 3-17) had Internet access, ranking Nebraska 31 out of the 50 states.⁴

Businesses Using the Internet

In 2003, 73 percent of small businesses used the Internet and 48% of businesses had broadband services. 3.3% of small businesses used Voice Over IP (Pociask)⁵.

A 2001 survey of small businesses conducted by the NFIB found that 45% of small firms have a Web site.⁶ In comparison, a 2004 survey of Nebraska businesses found that only 31% of small businesses have a Web site.⁷

¹ Reported by WebsiteOptimization.com citing a February 2004 Nielsen/Netratings survey. (<http://www.websiteoptimization.com/bw/0403>)

² Rural Areas and the Internet. (February, 2004). Pew Internet and American Life. (<http://www.pewinternet.org>)

³ *A Nation Online: How Americans are Expanding Their Use of the Internet*. (February, 2002). National Telecommunications and Infrastructure Administration. (<http://www.ntia.doc.gov/ntiahome/dn/index.html>)

⁴ Connecting Kids to Technology: Challenges and Opportunities. (June, 2002). Annie E. Casey Foundation. (<http://www.aecf.org>)

⁵ Pociask, Stephen B. A Survey of Small Businesses' Telecommunications Use and Spending. (March, 2004). Small Business Administration Office of Advocacy. (<http://www.sba.gov/advo>)

⁶ Dennis, William J., Jr. NFIB National Small Business Poll: The Use and Value of Web Sites. (2001). NFIB. (www.nfib.com)

⁷ Center for Applied Rural Innovation. (2004). "E-Commerce in Nebraska: A Survey of Business Technology Use." Lincoln, NE: University of Nebraska. Available at <http://cari.unl.edu/business%20report.pdf>

Farmers Using the Internet

58% of U.S. farms have access to a computer and 48% of U.S. farms have Internet access. 30% of farms use computers for farm business.⁸

In Nebraska, 61% of farms have access to a computer and 48% have Internet access. 38% of farms use computers for farm business. 8% of Nebraska farmers purchase agricultural inputs over the Internet, and 9% conduct agricultural marketing activities over the Internet.⁹

⁸ "Farm Computer Usage and Ownership." (July 28, 2003). National Agricultural Statistics Service (NASS), Agricultural Statistics Board, U.S. Department of Agriculture. (<http://jan.mannlib.cornell.edu/reports/nassr/other/computer/fmpc0703.pdf>)

⁹ "Farm Computer Usage and Ownership." (July 28, 2003). National Agricultural Statistics Service (NASS), Agricultural Statistics Board, U.S. Department of Agriculture. (<http://jan.mannlib.cornell.edu/reports/nassr/other/computer/fmpc0703.pdf>)