

Chicagoland e-Commerce Assessment Survey (a City of Chicago – GoDaddy Collaborative Survey)

S1

Are you the owner, or one of the owners, of this business?

- Yes, I am an owner / co-owner
- No, but I am a key decision maker (manager, etc.)
- No, I am not an owner or decision maker in this business

Term1 *Show if NotBusinessOwnerOrDecisionMaker*

Thanks. Those are all the questions that we have for you. The rest of our questions for this survey are limited to business owners and managers.

Status Code: 501

S2

Please provide the zip code your business is headquartered in.

Page

Q1

In what year was your business launched?

Q2

Which best describes your business?

- Start-up
- Up & Running
- Established & Growing
- Established & Content
- Developing exit strategy

Q3

Thinking about the business or organization, where do you conduct business or services?

- Only online
- Only in a physical location
- Both online and in a physical location

Q4

How many employees does your business employ?

- 1 (just myself)
- 2-10
- 11-25
- 26-50

- 51-100
- 101-500
- 501+

Q5

Which geographic area(s) does your business serve? Select all that apply.

- My neighborhood
- City of Chicago
- State of Illinois
- United States
- International

Q6

Which of the following best describes your business:

- Private, for profit
- Public, for profit
- Non-profit
- Other

Q7

Did you apply for the following funding? Select all that apply.

- Paycheck Protection Program (PPP)
- Illinois Business Interruption Grant (BIG)
- Small Business Resiliency Fund
- Grants through the City of Chicago
- Grants through other local governmental bodies
- County Grants
- Private Grants

Show if previous question is not null:

Q7b

Please select each program from which you received funding.

- Paycheck Protection Program (PPP)
- Illinois Business Interruption Grant (BIG)
- Small Business Resiliency Fund
- Grants through the City of Chicago
- Grants through other local governmental bodies
- County Grants
- Private Grants

Q8

Rate the extent to which you agree with the following statement:

Your business is in a position to thrive over the next 6 months.

- Strongly agree
- Agree
- No opinion
- Disagree
- Strongly Disagree

Q9

Which of the following best describes your business' approach to business travel?

- Travel for business to in-person events declined due to COVID-19 but will return to levels normal in pre-pandemic times.
- Travel for business to in-person events did not change due to COVID-19.
- Travel for business to in-person events is not something this business does.

Q10

For many, the Coronavirus outbreak (COVID-19) has had a profound impact. Which of the following ways has it affected your venture? Select all that apply.

Select all that apply

- It forced me to shut down my business or organization **permanently**
- It forced me to shut down my business or organization **temporarily**
- It forced me to shift activity I usually conduct offline to an online mode
- It made me expand what I was already doing online
- It forced me to lay off or furlough some or all of my employees
- It led to a reduction in my business revenues
- It led to an increase in my business revenues
- Other (specify): _____
- It has not affected my business or organization (*Exclusive*)
- Note sure (*Exclusive*)

Q11

Has your business had COVID-19 pandemic-related expenses that it would otherwise not have, if there were not a pandemic?

- Yes
- No

Q12

How long do you believe it will be until your business fully recovers from the pandemic?

- By the end of this summer
- Not until 2022
- Never
- I am doing better now than prior to the pandemic

Q13

What do you see as possible barriers to the recovery of your business from the pandemic? Please rank them 1 to 3.

	Affordable space/subsidized rent
	Access to capital
	Marketing of businesses to local residents
	Affordable options for health insurance and other benefits
	A skilled workforce in the community
	Customized workforce training at businesses
	Technical assistance for business development (e.g. getting more customers / vendors, developing an online presence, etc.)
	Assistance with digital strategies (e.g. marketing online, developing online operations/infrastructure to sell online)

Opportunities to network with other business owners
Expedited licensing/permits
Expertise on health / safety protocols
Tax incentives
Other (specify): _____
None of the above (Exclusive)

Q14

What do you believe is necessary for your business to thrive in 2021? Please rank them 1 to 3.

Affordable space/subsidized rent
Access to capital
Marketing of businesses to local residents
Affordable options for health insurance and other benefits
A skilled workforce in the community
Customized workforce training at businesses
Technical assistance for business development (e.g. getting more customers / vendors, developing an online presence, etc.)
Assistance with digital strategies (e.g. marketing online, developing online operations/infrastructure to sell online)
Opportunities to network with other business owners
Expedited licensing/permits
Expertise on health / safety protocols
Tax incentives
Other (specify): _____
None of the above (Exclusive)

Q15

What are the three most important resources you would need to grow right now? Please rank them 1 to 3.

Affordable space/subsidized rent
Access to capital
Marketing of businesses to local residents
Affordable options for health insurance and other benefits
A skilled workforce in the community
Customized workforce training at businesses
Technical assistance for business development (e.g. getting more customers / vendors, developing an online presence, etc.)
Assistance with digital strategies (e.g. marketing online, developing online operations/infrastructure to sell online)
Opportunities to network with other business owners
Expedited licensing/permits
Expertise on health / safety protocols
Tax incentives
Other (specify): _____
None of the above (Exclusive)

Q16

What is your overall expectation for Chicago/Illinois's economy over the next 6 months?

- More positive
- More negative
- No change
- Not sure

Q17

What is your overall expectation for **your business** over the next 6 months?

- More positive
- More negative
- No change
- Not sure

Q18

When this business was started what was the **primary source** of capital, if any was needed?

- Loan from bank/credit union
- Loan from friends and/or family
- Equity investors
- Debt investors
- Online start-up campaign (e.g. Kickstarter, etc.)
- Other (specify): _____
- No start-up capital was needed
- Don't know/not sure

Q19

Please select each of the statements that you agree with, specifically about your own business.

A website/online presence....:

Select all that apply

- Is not valuable to our business (*Exclusive*)
- Is critical for revenue generation and sales
- Has helped business growth
- Is part of our future growth/expansion plans
- Is necessary to maintain our current business levels
- Helps this business keep up with the competition
- Is key to our marketing/branding efforts
- I am not sure what value a website or online presence can bring to this business (*Exclusive*)

Q20

Which of the following best describes the main industry sector your organization operates in?

- 1 Aerospace
- 2 Agriculture
- 3 Automotive
- 4 Chemicals
- 5 Construction and Trade

- 6 Education
- 7 Energy and Utilities
- 8 Engineering
- 9 Entertainment and Arts
- 10 Financial Services
- 11 Food and Drink
- 12 Government and Public Sector
- 13 Healthcare
- 14 Hospitality
- 15 IT / Technology
- 16 Manufacturing and Industrial
- 17 Media and Advertising
- 18 Nonprofit/charity
- 19 Oil and Gas
- 20 Personal care/personal services
- 21 Paper, Print and Packaging
- 22 Professional Services and Business Services
- 23 Retail and Consumer
- 24 Telecommunications
- 25 Transport and Logistics
- 26 Other (specify): _____

Q21

Do you consider this business as:

- 1 Your main source of employment
- 2 A second job or side employment
- 3 Volunteer work, a hobby or an interest rather than employment
- 4 Other (specify): _____
- 5 Not sure *(Exclusive)*

DEMOGRAPHICS SECTION

The following section is optional. We would like to know a little more about you, and answering these questions will further help us target resources where they are most needed.

D1

Which of the following describes this business? Select all that apply.

- Woman-owned
- Minority-owned

- Veteran-owned
- None of the above

D2

Which of the following do you most identify as:

- Male
- Female
- Other
- Prefer not to answer

D3

Are you of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

- Yes
- No
- Prefer not to answer

D4

Do you identify with one of the following groups? Optional

- White
- Black or African American
- Asian or Pacific Islander
- American Indian or Alaska Native
- Other of multi-racial
- Prefer not to answer