

Venture Forward Chicago W1

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Intro

The purpose of this survey is to assist the City of Chicago in targeting support services for local businesses to prepare the city for a potentially difficult economic future in the face of COVID-19 effects and reduced activity due to winter weather. The intended audience is owners/co-owners and/or key decision-makers of Chicago-area businesses. A primary goal is to identify potential gaps in access to technology such as website builders and online payment methods, as well as gaps in knowledge of and familiarity with e-commerce. Ultimately this survey will be used to micro-target city efforts to support the local economy and assess the extent to which businesses in Chicago are prepared to overcome potential near-term challenges.

All responses are confidential and no identifying information will be attached to your responses. We expect the survey to take approximately 10-15 minutes to complete.

We understand that this is a difficult time for everyone, and we really appreciate your time to help inform important policy decisions. To thank you for your response, after completing the survey you will be given an e-gift card to Amazon. The **first 200 people** to complete the survey will receive a gift card for \$20 and the **next 600** will receive one for \$10.

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S1

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

- ☐ ₁ Yes, I am an owner / co-owner
- ☐ ₂ No, but I am a key decision maker (manager, etc.)
- ☐ ₃ 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

Zip code of your business headquarters:

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Q2

What online presence does your business have?

Select all that apply

- ☐ ₁ A website dedicated to only your business
- ☐ ₂ A social media page (Facebook, Instagram, Google, etc.)
- ☐ ₃ A page on a third-party app (Taskrabbit, Grubhub, DoorDash, Angie's list, Amazon, eBay, etc.)
- ☐ ₄ Other online platform
- ☐ ₅ None – my business does not have any online presence *(Exclusive)*

Q2a *Show if Q2 NoWebsite*

If you don't have a business website, what is the **primary** reason?

- ☐ ₁ Too costly *
- ☐ ₂ Not enough time to deal with it *
- ☐ ₃ Too difficult to create *
- ☐ ₄ Too difficult to maintain *
- ☐ ₅ I use another platform such as social media *
- ☐ ₆ Not necessary for my business *
- ☐ ₇ Cost of hardware/technology *
- ☐ ₈ I don't do any business online *
- ☐ ₉ I use a third-party website / app to sell goods/services online (e.g. GrubHub, Doordash, Taskrabbit, Angie's List, Amazon, eBay, etc.) *
- ☐ ₁₀ Other (specify): _____

*Levels marked with * are randomized*

Q2b *Show if Q2 NoOnlinePresence*

What is the **primary** reason you don't sell your goods or services online?

- ☐ ₁ I don't have products or service I can sell online *
- ☐ ₂ Don't know how/not comfortable *
- ☐ ₃ Don't have a back office/ space to handle fulfillment *
- ☐ ₄ Too expensive *
- ☐ ₅ I don't have a website *

- ☐ 6 I use a distributor to sell my products online *
- ☐ 7 I don't have the time / staff to manage selling online *
- ☐ 8 Other (specify): _____

*Levels marked with * are randomized*

Q2c Show if Q2 Website

How often is your business' website updated/maintained?

- ☐ 1 Very often
- ☐ 2 Somewhat often
- ☐ 3 Rarely
- ☐ 4 Never
- ☐ .9 Don't know/not sure

Q2d Show if Q2 Website

Who updates and manages your website?

- ☐ 1 A hired agency or specialist
- ☐ 2 I/another owner/manager do
- ☐ 3 An employee/intern
- ☐ 4 Friends/family/volunteers help
- ☐ 5 Other (specify): _____

Q2e Show if Q2 Website

What are the biggest challenges you face with your website?

Select all that apply

- ☐ 1 Time it takes to make updates *
- ☐ 2 Cost of maintaining the site *
- ☐ 3 Cost of hardware/technology *
- ☐ 4 Finding a reliable professional to manage the website *
- ☐ 5 Security issues *
- ☐ 6 Keeping up with and protecting name/brand from growing list of domains (e.g., .net, .app, .biz, .us) *
- ☐ 7 Response time from external Web maintenance company *
- ☐ 8 Complying with data collection/privacy rules and laws *
- ☐ 9 Confused/not sure how to update it *
- ☐ 10 Other (specify): _____

*Levels marked with * are randomized*

Q2f Show if Q2 Website

What difference in revenue, if any, does having a website make for your business or organization during COVID-19?

- ☐ 1 No change
- ☐ 2 Increase by <10%
- ☐ 3 Increase by 10%-25%

- ☐ 4 Increase by 25%-50%
- ☐ 5 Increase by 50%-75%
- ☐ 6 Increase by 75%+
- ☐ 7 Not sure

Q2g *Show if Q2 OnlinePresenceOtherThanWebsite*

How would your revenue be impacted if you did not have an online presence for your business?

Consider the value of this online presence in terms of advertising/marketing your business or selling directly online. Please provide your best guess.

- ☐ 1 No change
- ☐ 2 Decline by <10%
- ☐ 3 Decline by 10%-25%
- ☐ 4 Decline by 25%-50%
- ☐ 5 Decline by 50%-75%
- ☐ 6 Decline by 75%+
- ☐ 7 Not sure

Q2h *Show if Q2 NoWebsite*

How would your revenue be impacted if you did have a website, if you had to estimate?

Consider the value of this website in terms of advertising/marketing your business or selling directly online. Please provide your best guess.

- ☐ 1 No change
- ☐ 2 Increase by <10%
- ☐ 3 Increase by 10%-25%
- ☐ 4 Increase by 25%-50%
- ☐ 5 Increase by 50%-75%
- ☐ 6 Increase by 75%+
- ☐ 7 Not sure

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Q3

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

- ☐ 1 Only online
- ☐ 2 Only in a physical location
- ☐ 3 Both online and in a physical location

Q3a

How do you see **where** you conduct business or services changing in the next six months?

- ☐ 1 More online
- ☐ 2 More in a physical location

- ☐ 3 No change
- ☐ 4 Unsure

Q4

Do you use any of these social media platforms for selling your products/services directly to customers online or marketing/advertising your business?

Select all that apply

- ☐ 1 Facebook
- ☐ 2 Instagram
- ☐ 3 Pinterest
- ☐ 4 Snapchat
- ☐ 5 Twitter
- ☐ 6 Yelp
- ☐ 7 Google My Business
- ☐ 8 Other (specify): _____
- ☐ 9 Not sure *(Exclusive)*
- ☐ 10 None of the above *(Exclusive)*

Q5

Do you accept any of the following online payment methods?

Select all that apply

- ☐ 1 PayPal
- ☐ 2 Venmo
- ☐ 3 Square
- ☐ 4 Shopify
- ☐ 5 Other (specify): _____
- ☐ 6 None of the above *(Exclusive)*

Q6

Which of the following devices do you use most frequently for your business? Rank top 3.

- _____ Smart phone/cell phone
- _____ Laptop computer
- _____ Desktop computer
- _____ Land-line phone
- _____ Tablet
- _____ Fax machine
- _____ Smartboard
- _____ Other (specify): _____

Q7

Which of the following devices would you like to use more to help your business grow? Rank top 3.

- _____ Smart phone/cell phone
- _____ Laptop computer
- _____ Desktop computer

- _____ Land-line phone
- _____ Tablet
- _____ Fax machine
- _____ Smartboard
- _____ Other (specify): _____

Q8

What kind of internet connectivity does your business have?

- ☐ ₁ Broadband/Cable
- ☐ ₂ DSL
- ☐ ₃ Mobile only
- ☐ ₄ Dial Up
- ☐ ₅ Satellite
- ☐ ₆ ISDN
- ☐ ₇ T1 Line
- ☐ ₈ T3 Line
- ☐ ₉ Fiber Optic
- ☐ ₁₀ Other (specify): _____
- ☐ ₁₁ Not Sure
- ☐ ₁₂ None

Q9

The following statements are about the value of a website and online presence for your business.

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

A website/online presence...:

- ☐ ₁ Is not valuable to our business (*Exclusive*)
- ☐ ₂ Is critical for revenue generation and sales
- ☐ ₃ Has helped business growth
- ☐ ₄ Is part of our future growth/expansion plans
- ☐ ₅ Is necessary to maintain our current business levels
- ☐ ₆ Helps this business keep up with the competition
- ☐ ₇ Is key to our marketing/branding efforts
- ☐ ₈ I am not sure what value a website or online presence can bring to this business (*Exclusive*)

Q10

Are you aware of government-sponsored services and programs in your area that help businesses get online or use the internet to market and expand?

- ☐ ₁ Yes, and I've used them
- ☐ ₂ Yes, I've heard about them but have not used them
- ☐ ₃ No, but I'm interested to learn more
- ☐ ₄ No, have not heard about them and am not interested in learning more

Q10a

Of the services and programs in your area to help businesses get online, has anything prevented you from using them or made them more difficult to access?

Use this space to describe barriers/obstacles.

☐ .9 No comment

Q10b

Of the services and programs in your area to help businesses get online, what would you like to see included or added?

☐ .9 No comment

Q11

How well would you say you understand the reopening guidelines/Chicago Department of Public Health (CDPH) guidance as it pertains to the ongoing COVID-19 pandemic?

- ☐ 1 Very well
- ☐ 2 Somewhat well
- ☐ 3 Average
- ☐ 4 Below average
- ☐ 5 Not at all

Q12

How well prepared is your business in terms of keeping employees and customers safe and healthy during the COVID-19 pandemic?

- ☐ 1 Very well
- ☐ 2 Somewhat well
- ☐ 3 Average
- ☐ 4 Below average
- ☐ 5 Not at all

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Q13

Now we would like to understand what other resources would help you grow your business.

In the next 6 months, do you think this business will need to do any of the following?

Select all that apply

- ☐ 1 Obtain financial assistance or additional capital *
- ☐ 2 Identify new supply chain options *
- ☐ 3 Develop online sales or websites *
- ☐ 4 Increase marketing or sales *
- ☐ 5 Learn how to better provide for the safety of customers and employees *
- ☐ 6 Identify and hire new employees *
- ☐ 7 Permanently close this business *
- ☐ 8 None of the above *(Exclusive)*

*Levels marked with * are randomized*

Q14

What are the three most important resources you would need to grow right now? Rank top 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)*

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B1

Which geographic area(s) does your business serve?

Select all that apply

- ☐ 1 My neighborhood
- ☐ 2 City of Chicago
- ☐ 3 State of Illinois
- ☐ 4 United States
- ☐ 5 International

B2

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): _____

B3

Which year did your business begin operating?

Minimum: 1800, Maximum: 2020

B4

In total, how many employees are there working at your organization?

Please include full-time, part-time, temp-workers, contractors, and paid interns who are working more than 0 hours of paid time. Do not include furloughed employees/anyone temporarily assigned 0 hours.

- ☐ 1 1 (just myself)
- ☐ 2 2-10
- ☐ 3 11-25
- ☐ 4 26-50
- ☐ 5 51-100
- ☐ 6 101-500

- ☐ 7 More than 500

B5

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

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

B6

How would you rate the overall health of your business:

- ☐ 1 Very Good
- ☐ 2 Good
- ☐ 3 Neither good nor bad
- ☐ 4 Bad
- ☐ 5 Very Bad

B7

Given the resources, cash, and lines of credit you have access to today, and other resources you expect to access within the next 3 months (from private, government, or other sources), until which date do you think you can maintain this business under the current COVID-19 related disruptions before you would decide to close it permanently?

- ☐ 1 December 15th
- ☐ 2 January 1st
- ☐ 3 January 15th
- ☐ 4 February 1st
- ☐ 5 February 15th
- ☐ 6 March 1st
- ☐ 7 March 15th
- ☐ 8 April 1st
- ☐ 9 April 15th
- ☐ 10 May 1st
- ☐ 11 May 15th
- ☐ 12 6 months or more
- ☐ 13 Indefinitely
- ☐ 14 N/A – business not impacted by COVID-19

B8a

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

- ☐ ₁ More positive
- ☐ ₂ More negative
- ☐ ₃ No change
- ☐ ₄ Not sure

B8b

What is your overall expectation for **your** business over the next 3 months?

- ☐ ₁ More positive
- ☐ ₂ More negative
- ☐ ₃ No change
- ☐ ₄ Not sure

B9

For the upcoming year, do you plan to increase cash investment, invest about as much in the business as you did last year, or reduce cash investment?

- ☐ ₁ Increase cash investment
- ☐ ₂ About same as last year
- ☐ ₃ Reduce cash investment

B10

If you were going to tell your local government how they can help businesses like yours to be successful, what three things should they consider? Rank top 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 healthy/safety protocols *
- _____ Tax incentives *
- _____ Other (specify): _____
- _____ None of the above *(Exclusive)*
- _____ Not sure *(Exclusive)*

*Levels marked with * are randomized*

B11

Since March 2020, has your business applied for financial assistance from any of these programs from the Federal government?

Select all that apply

- ☐ 1 Paycheck Protection Program (PPP)
- ☐ 2 Economic Injury Disaster Loans (EIDL)
- ☐ 3 SBA Loan Forgiveness
- ☐ 4 Main Street Lending Program
- ☐ 5 Deferral of Federal Employment Tax Deposits and Payments
- ☐ 6 Federal Sick and Family Leave Tax Credits
- ☐ 7 Federal Employee Retention Tax Credit
- ☐ 8 Other Federal programs (specify): _____
- ☐ 9 This business has not received financial assistance from any Federal program since March 13, 2020 *(Exclusive)*

B11b *Show if B11 Applied for PPP*

Did your business or organization receive government assistance from the Paycheck Protection Program (PPP)?

- ☐ 1 Yes, we received assistance
- ☐ 2 No, we did not
- ☐ 3 Not sure

B11c *Show if B11b Yes*

How helpful was the Paycheck Protection Program (PPP) assistance for your business?

- ☐ 1 Very helpful
- ☐ 2 Somewhat helpful
- ☐ 3 Not very helpful
- ☐ 4 Don't know/not sure

B12

Since March 13, 2020, has your business received financial assistance from any of these programs from the City of Chicago?

Select all that apply

- ☐ 1 Together Now Fund
- ☐ 2 Chicago Small Business Resiliency Fund
- ☐ 3 Microbusiness Recovery Grant Program
- ☐ 4 Other City of Chicago financial assistance program (specify): _____
- ☐ 5 We have not received any financial assistance *(Exclusive)*

B13

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

- ☐ 1 Loan from bank/credit union

- ☐ 2 Loan from friends and/or family
- ☐ 3 Equity investors
- ☐ 4 Debt investors
- ☐ 5 Online start-up campaign (e.g. Kickstarter, etc.)
- ☐ 6 Other (specify): _____
- ☐ 7 No start-up capital was needed
- ☐ 8 Don't know/not sure

Section

D1, D2, D3, D4, D5, D6, D7, D8

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D1

We are interested in knowing more about our customers.

Which of the following describes this business?

Select all that apply

- ☐ 1 Woman-Owned *
- ☐ 2 Minority-Owned *
- ☐ 3 Veteran-Owned *
- ☐ 4 Persons-with-Disability-Owned *
- ☐ 5 None of the above *(Exclusive)*

*Levels marked with * are randomized*

D2

In what year were you born?

Minimum: 1920, Maximum: 2020

D3

Please tell us whether you are:

- ☐ 1 Male
- ☐ 2 Female
- ☐ 3 Other
- ☐ -8 Prefer not to answer

D4

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

- ☐ 1 Yes

- ☐ 2 No
- ☐ -8 Prefer not to answer

D5

What is your race?

- ☐ 1 White
- ☐ 2 Black or African American
- ☐ 3 Asian or Pacific Islander
- ☐ 4 American Indian or Alaska Native
- ☐ 5 Other or multi-racial
- ☐ -8 Prefer not to answer

D6

Were you born in the United States or in another country?

- ☐ 1 United States
- ☐ 2 Another country
- ☐ -8 Prefer not to answer

D7

What is the last year of school or degree that you completed?

- ☐ 1 Less than high school
- ☐ 2 High school graduate (Grade 12 or GED certificate)
- ☐ 3 Technical, trade, or vocational school AFTER high school
- ☐ 4 Some college, no 4-year degree (including Associate's Degree)
- ☐ 5 College graduate (B.S., B.A., or other 4-year degree)
- ☐ 6 Graduate degree (Master's Degree or Ph.D.; law or medical school)
- ☐ -8 Prefer not to answer

D8

Have you ever served in any branch of the Armed Forces, including the Coast Guard, National Guard, or a Reserve for any branch of service?

- ☐ 1 Yes
- ☐ 2 No
- ☐ -8 Prefer not to answer

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Incent

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Incent

These are all the questions that we have. In order to send you the e-gift card (\$20 for the first 200 or \$10 for the next 600 people), please provide your email address below.

*The **first 200 people** to complete the survey will receive a gift card for \$20 and the **next 600** will receive one for \$10. You should expect to receive this within 2-3 weeks of completing this survey.*

☐ .8 I don't want to provide my email address. I understand that I will not be sent an e-gift card.

Section

E1

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E1

Thank you! Those are all the questions that we have. We appreciate your time today.

Status Code: -1