

EL PASO  **COUNTY**
COLORADO

EPCPULSE 4

513

Total Responses

513 Completed Responses

0 Partial Responses

738

Survey Visits

Respondent Variables

RV1

Email address

Answered: 178 Skipped: 335

Q1

Business Name

Answered: 507 Skipped: 6

Q2

Application Number

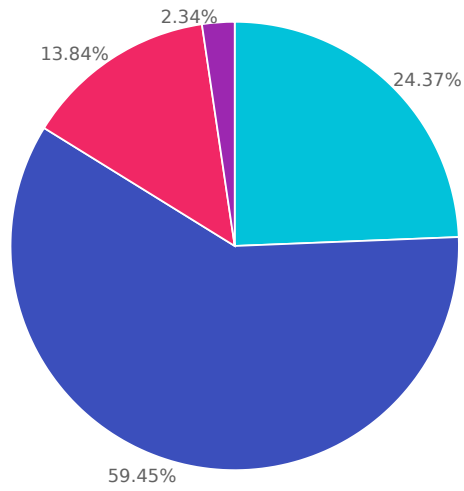
Answered: 180 Skipped: 333

On behalf of everyone in El Paso County we are grateful for our small business and nonprofits. In order to continue to find monetary and other means of support for our community's small businesses and nonprofits, we need your help answering a few simple questions.

Q3

Over the last 90 days how would you characterize the state of your business?

Answered: 513 Skipped: 0



● Thriving
● Failing

● Getting By

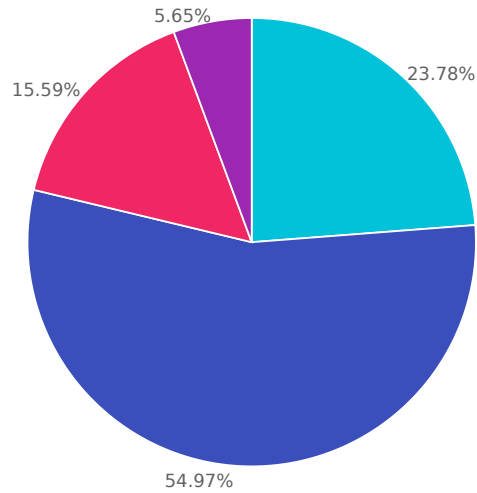
● Struggling

Choices	Response percent	Response count
Thriving	24.37%	125
Getting By	59.45%	305
Struggling	13.84%	71
Failing	2.34%	12

Q4

Over the last 90 days how would you describe the situation related to your employees/staff?

Answered: 513 Skipped: 0



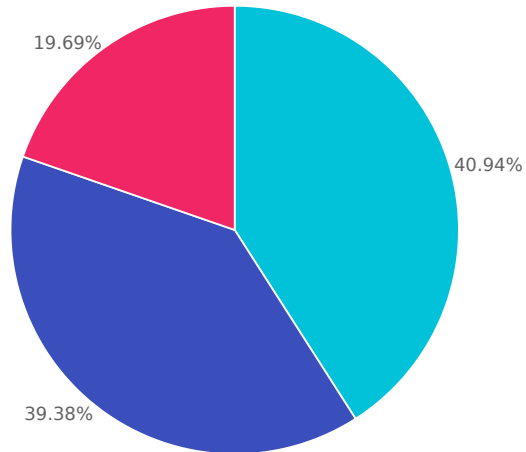
- Increased Staff/Employees
- No Change
- Decreased Staff/Employees
- N/A - Sole proprietor

Choices	Response percent	Response count
Increased Staff/Employees	23.78%	122
No Change	54.97%	282
Decreased Staff/Employees	15.59%	80
N/A - Sole proprietor	5.65%	29

Q5

Over the last 90 days how would you describe your business revenues?

Answered: 513 Skipped: 0



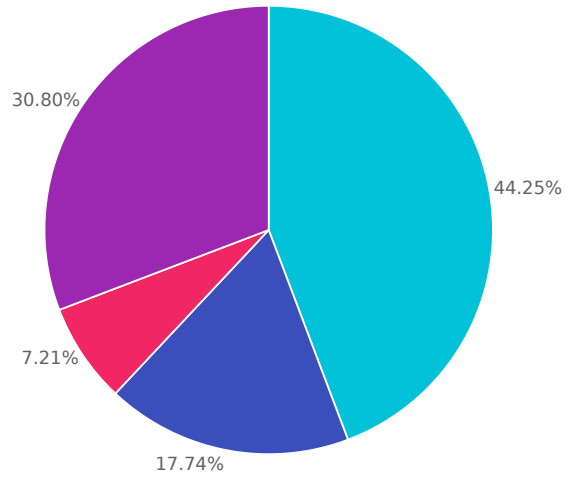
● Grew ● Stayed the same ● Decreased

Choices	Response percent	Response count
Grew	40.94%	210
Stayed the same	39.38%	202
Decreased	19.69%	101

Q6

In the last 90 days how has your overall credit card debt changed for your business?

Answered: 513 Skipped: 0



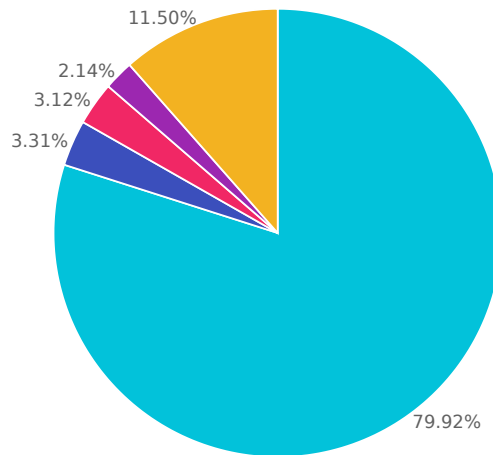
- No change
- Increased
- Decreased
- N/A - no credit card debt

Choices	Response percent	Response count
No change	44.25%	227
Increased	17.74%	91
Decreased	7.21%	37
N/A - no credit card debt	30.80%	158

Q7

What is your current situation related to business rent/lease/mortgage payments?

Answered: 513 Skipped: 0



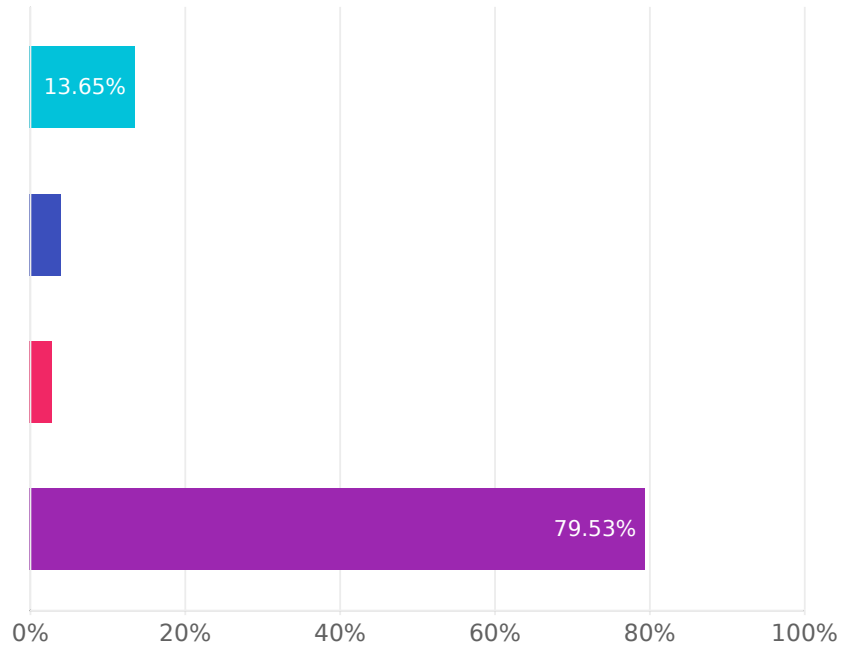
- Current
- Behind 1 Month
- Behind 2 to 3 Months
- Behind 3+ months
- Not applicable

Choices	Response percent	Response count
Current	79.92%	410
Behind 1 Month	3.31%	17
Behind 2 to 3 Months	3.12%	16
Behind 3+ months	2.14%	11
Not applicable	11.50%	59

Q8

In the last 90 days have you accessed any of the following types of NEW capital?

Answered: 513 Skipped: 0



● Grant

● Commercial Loan

● New Credit Cards

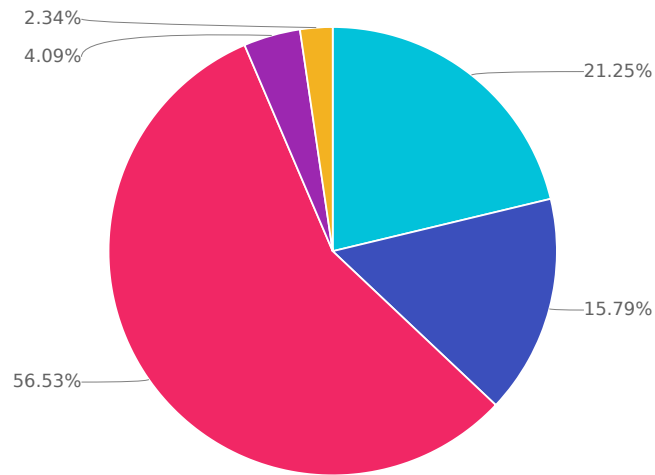
● None

Choices	Response percent	Response count
Grant	13.65%	70
Commercial Loan	4.09%	21
New Credit Cards	2.92%	15
None	79.53%	408

Q9

Given the current state of your business and COVID-19 how do you feel about your business prospects for the next 90 days ?

Answered: 513 Skipped: 0



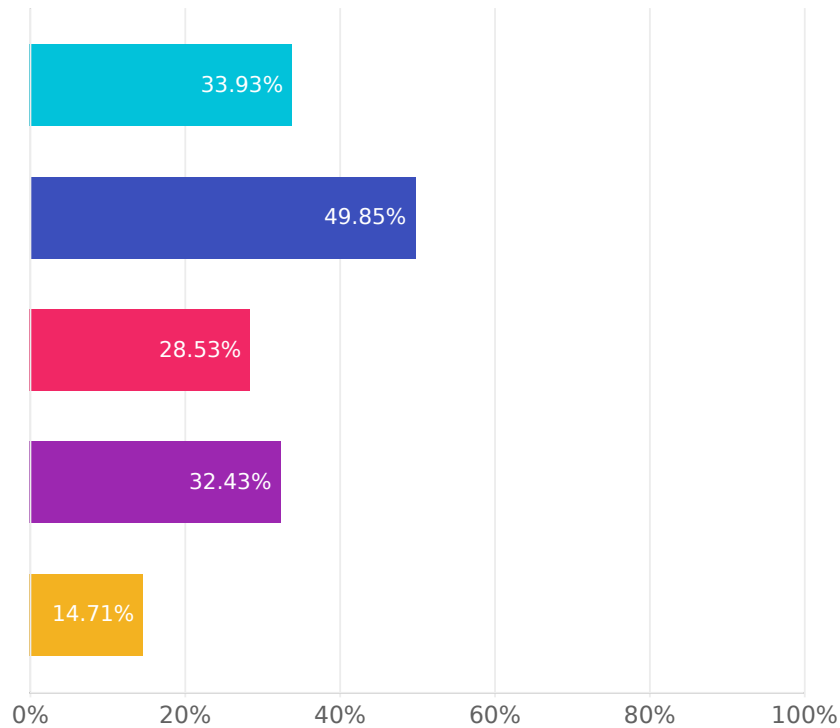
- Uncertain
- Strongly positive
- Positive
- Negative
- Strongly negative

Choices	Response percent	Response count
Uncertain	21.25%	109
Strongly positive	15.79%	81
Positive	56.53%	290
Negative	4.09%	21
Strongly negative	2.34%	12

Q10

What other type of **business support services** would assist you in recovering from the economic disruption caused by the COVID-19 pandemic? (Optional)

Answered: 333 Skipped: 180



● Financial (i.e. Developing Financial Plans; Tax Planning; Bookkeeping; Quickbooks; Budget Projections; etc...)

● Marketing (i.e. Developing Marketing Plans; Market Research; Online Marketing Strategy; Social Media 101; Sales Strategies; Search Engine Optimization (SEO); Optimizing a Business Website, etc...)

● Management/Legal (i.e. Hiring Employees; Proactive Legal Considerations; Intellectual Property 101; Building a Business to Sell; Employee or Independent Contractor —classifying your workers; Contracts & Procurement; Business Insurance)

● Workforce Development (i.e. recruiting/retaining employees; training programs, etc...)

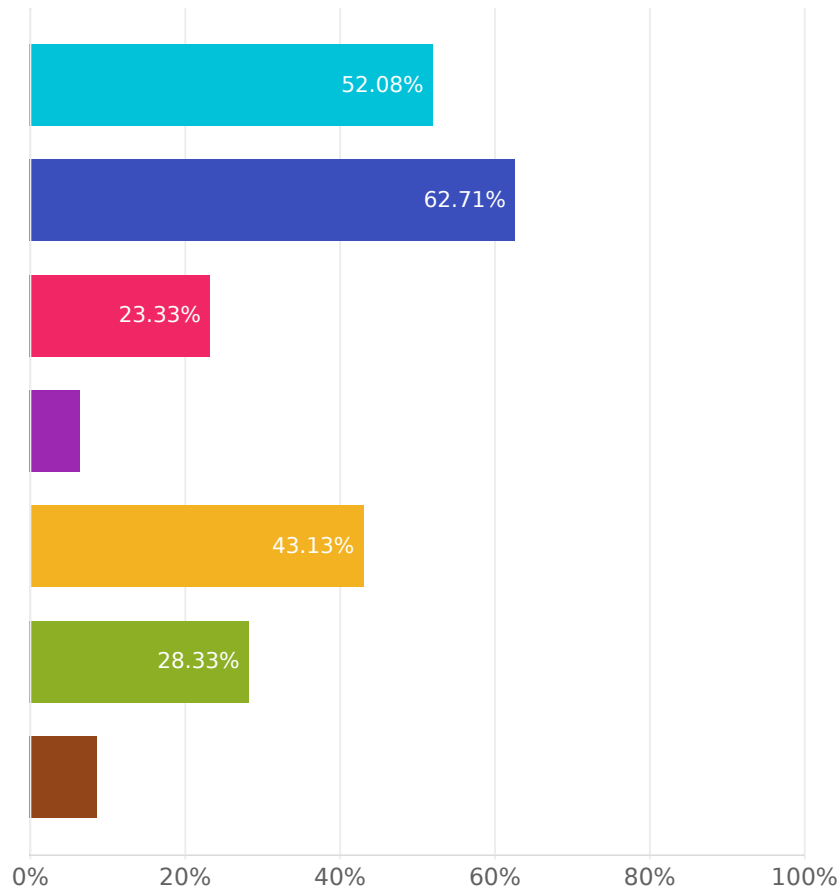
● Other (Please explain)

Choices	Response percent	Response count
Financial (i.e. Developing Financial Plans; Tax Planning; Bookkeeping; Quickbooks; Budget Projections; etc...)	33.93%	113
Marketing (i.e. Developing Marketing Plans; Market Research; Online Marketing Strategy; Social Media 101; Sales Strategies; Search Engine Optimization (SEO); Optimizing a Business Website, etc...)	49.85%	166
Management/Legal (i.e. Hiring Employees; Proactive Legal Considerations; Intellectual Property 101; Building a Business to Sell; Employee or Independent Contractor—classifying your workers; Contracts & Procurement; Business Insurance)	28.53%	95
Workforce Development (i.e. recruiting/retaining employees; training programs, etc...)	32.43%	108
Other (Please explain)	14.71%	49

Q11

If you had access to additional grant capital aimed at assisting with recovery from COVID-19 impacts, what needs would you apply that grant capital to:

Answered: 480 Skipped: 33



● Rent/Mortgage/Utility Payments

● Employee Payroll

● Accounts Payable (from past increased business expenses due to COVID-19)

● Personal Protective Equipment

● Marketing Costs to Assist With Recovery

● Workforce Recruitment (Advertising Campaigns, Signing Bonuses, etc...)

● Other (Please explain)

Choices	Response percent	Response count
Rent/Mortgage/Utility Payments	52.08%	250
Employee Payroll	62.71%	301
Accounts Payable (from past increased business expenses due to COVID-19)	23.33%	112
Personal Protective Equipment	6.46%	31
Marketing Costs to Assist With Recovery	43.13%	207
Workforce Recruitment (Advertising Campaigns, Signing Bonuses, etc...)	28.33%	136
Other (Please explain)	8.75%	42
