

EL PASO  **COUNTY**
COLORADO

EPC2 PULSE 4

268

Total Responses

268 Completed Responses

0 Partial Responses

330

Survey Visits

Respondent Variables

RV1

Email address

Answered: 268 Skipped: 0

Q1

Business Name

Answered: 268 Skipped: 0

Q2

Application Number

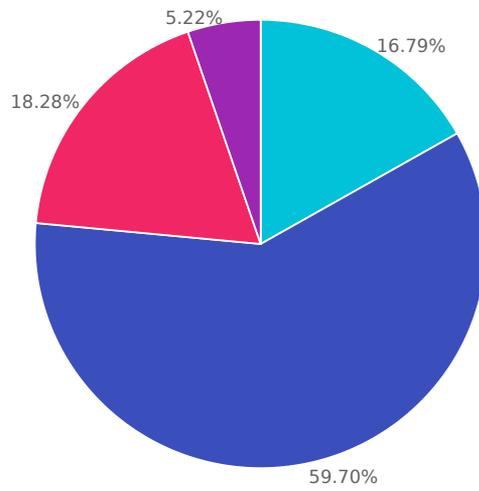
Answered: 268 Skipped: 0

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: 268 Skipped: 0



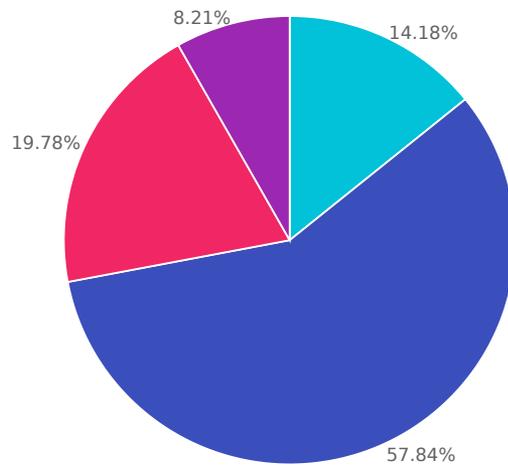
- Thriving
- Getting By
- Struggling
- Failing

Choices	Response percent	Response count
Thriving	16.79%	45
Getting By	59.70%	160
Struggling	18.28%	49
Failing	5.22%	14

Q4

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

Answered: 268 Skipped: 0



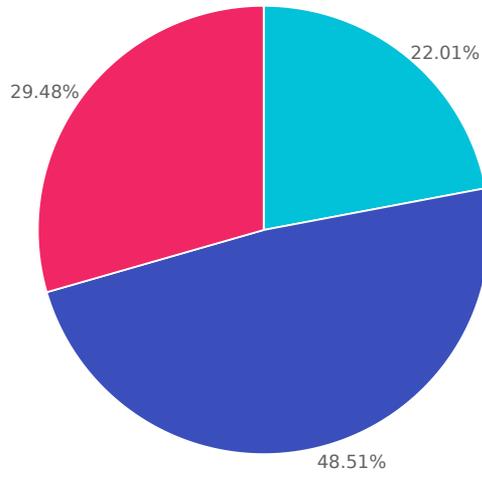
- Increased Staff/Employees
- No Change
- Decreased Staff/Employees
- N/A - Sole proprietor

Choices	Response percent	Response count
Increased Staff/Employees	14.18%	38
No Change	57.84%	155
Decreased Staff/Employees	19.78%	53
N/A - Sole proprietor	8.21%	22

Q5

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

Answered: 268 Skipped: 0



● Grew

● Stayed the same

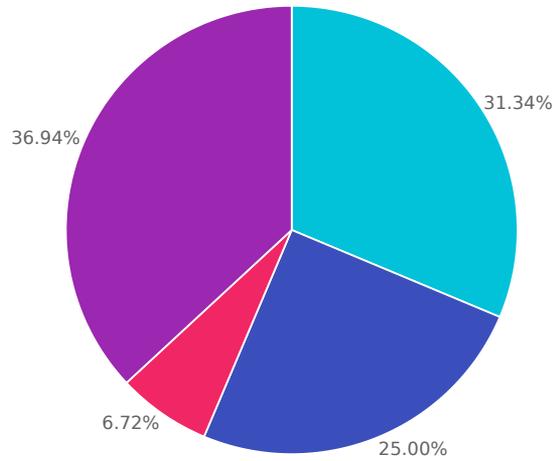
● Decreased

Choices	Response percent	Response count
Grew	22.01%	59
Stayed the same	48.51%	130
Decreased	29.48%	79

Q6

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

Answered: 268 Skipped: 0



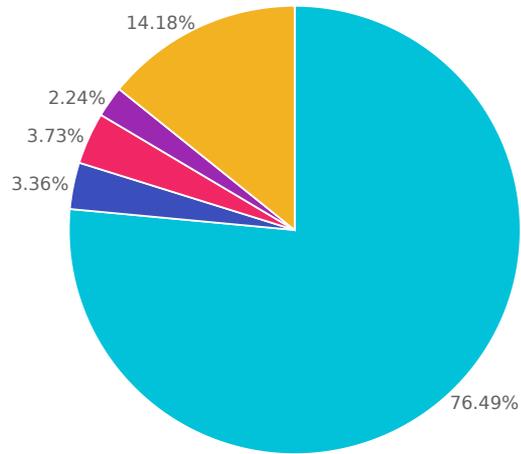
- No change
- Increased
- Decreased
- N/A - no credit card debt

Choices	Response percent	Response count
No change	31.34%	84
Increased	25.00%	67
Decreased	6.72%	18
N/A - no credit card debt	36.94%	99

Q7

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

Answered: 268 Skipped: 0



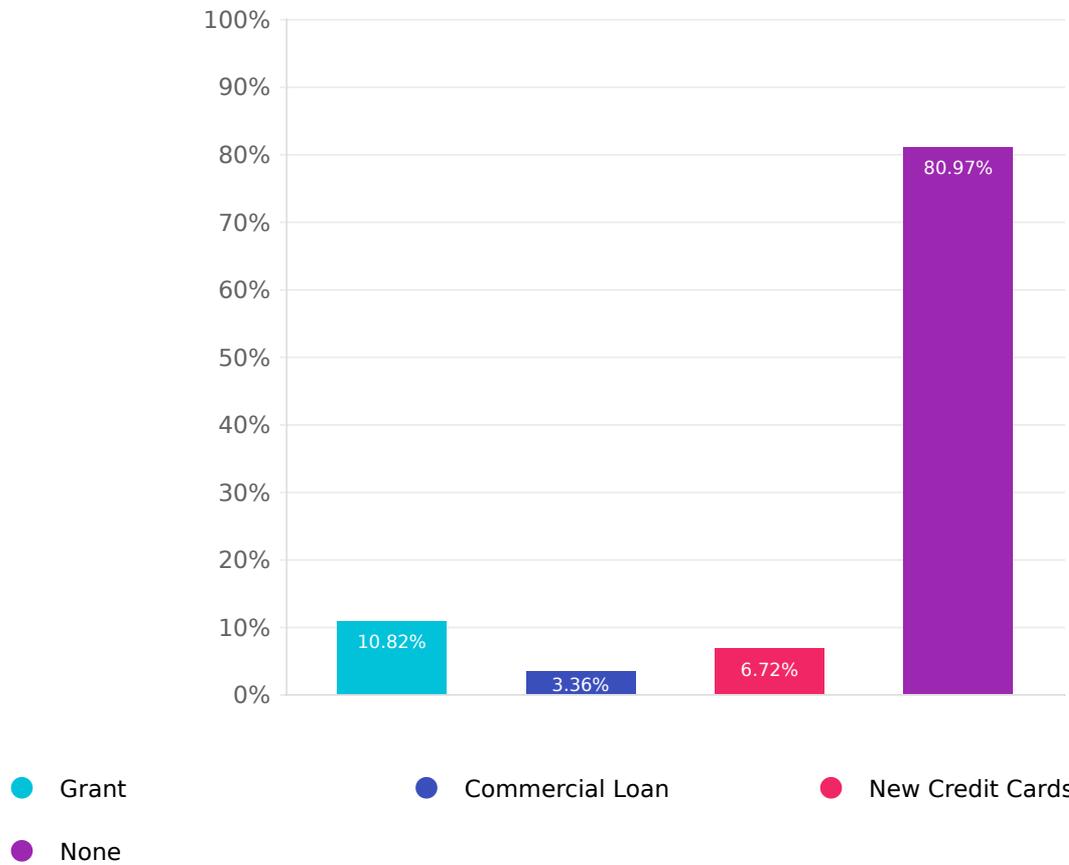
- Current
- Behind 1 Month
- Behind 2 to 3 Months
- Behind 3+ months
- Not applicable

Choices	Response percent	Response count
Current	76.49%	205
Behind 1 Month	3.36%	9
Behind 2 to 3 Months	3.73%	10
Behind 3+ months	2.24%	6
Not applicable	14.18%	38

Q8

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

Answered: 268 Skipped: 0

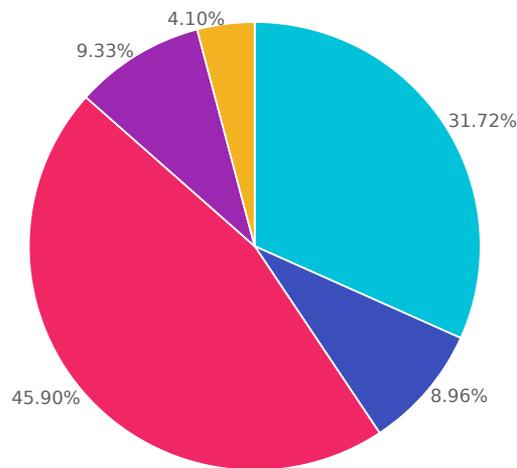


Choices	Response percent	Response count
Grant	10.82%	29
Commercial Loan	3.36%	9
New Credit Cards	6.72%	18
None	80.97%	217

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: 268 Skipped: 0

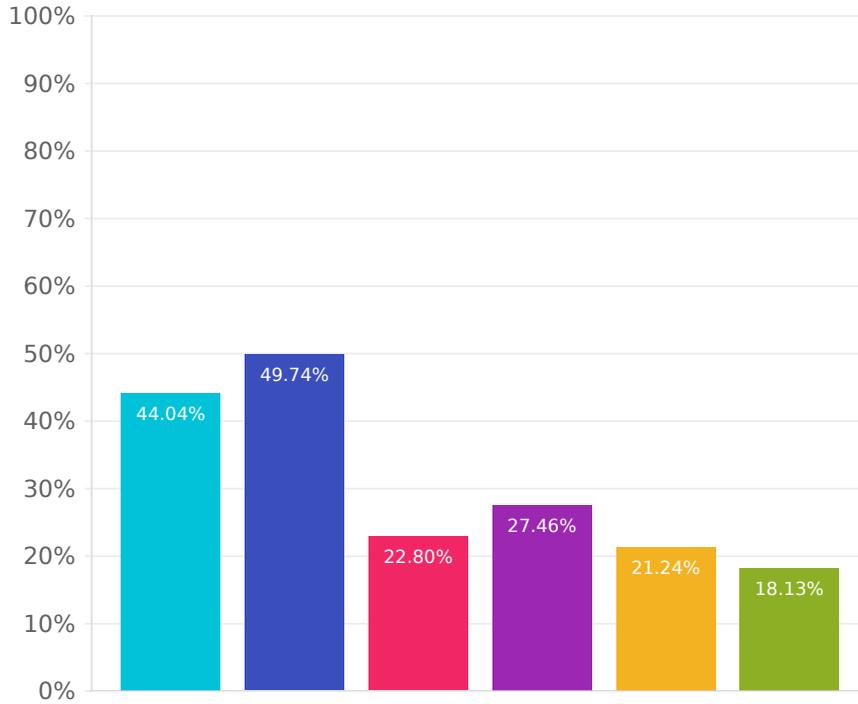


- Uncertain
- Strongly positive
- Positive
- Negative
- Strongly negative

Choices	Response percent	Response count
Uncertain	31.72%	85
Strongly positive	8.96%	24
Positive	45.90%	123
Negative	9.33%	25
Strongly negative	4.10%	11

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

Answered: 193 Skipped: 75



● 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...)

● HR/Employees Assistance Services (i.e. competitive wage and incentive programs, mental health resources, health benefits, connecting employees with support services like childcare and other individual/family support services)

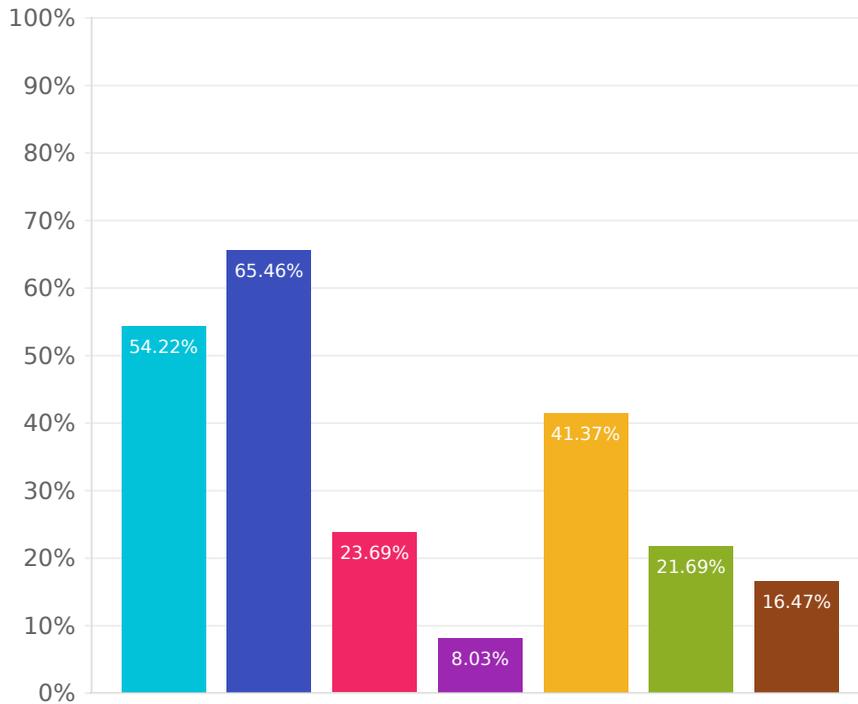
● Other (Please explain)

Choices	Response percent	Response count
Financial (i.e. Developing Financial Plans; Tax Planning; Bookkeeping; Quickbooks; Budget Projections; etc...)	44.04%	85
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...)	49.74%	96
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)	22.80%	44
Workforce Development (i.e. recruiting/retaining employees; training programs, etc...)	27.46%	53
HR/Employees Assistance Services (i.e. competitive wage and incentive programs, mental health resources, health benefits, connecting employees with support services like childcare and other individual/family support services)	21.24%	41
Other (Please explain)	18.13%	35

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: 249 Skipped: 19



● 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	54.22%	135
Employee Payroll	65.46%	163
Accounts Payable (from past increased business expenses due to COVID-19)	23.69%	59
Personal Protective Equipment	8.03%	20
Marketing Costs to Assist With Recovery	41.37%	103
Workforce Recruitment (Advertising Campaigns, Signing Bonuses, etc...)	21.69%	54
Other (Please explain)	16.47%	41
