



# Economic Impact of COVID-19 on Southern Illinois Businesses

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# SURVEY PROCESS EXECUTIVE SUMMARY

## Introduction

Applied Research Consultants was contracted by Lynn Andersen Lindberg, Deborah Barnett, and Tom Hovatter of the SIU Research Park, to collect information about the economic impact of COVID-19 on Southern Illinois businesses. Previous reports about the economic impact of COVID-19 in Illinois were largely focused on Chicago and its surrounding areas. Thus, the Client requested a more accurate depiction of the impact of COVID-19 on rural areas such as Southern Illinois. The goal of this project was to determine the economic impact of COVID-19 on surrounding businesses in five Southern Illinois counties (i.e., Franklin, Jackson, Jefferson, Perry, and Williamson). The following report outlines the results and informs the Client of the economic impact of COVID-19 on Southern Illinois businesses.

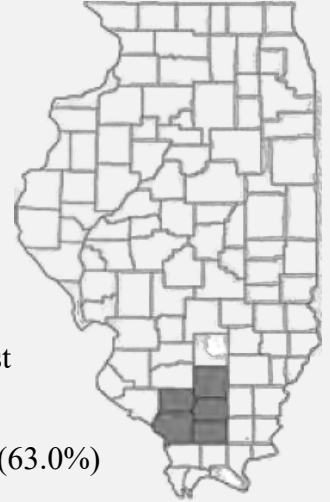
## Method

The survey was open on Qualtrics for a total of seven days (i.e., from April 28, 2020 through May 4, 2020). Respondents were not required to answer every survey item and some items allowed respondents to provide multiple answers. Therefore, sample sizes vary from question to question. The survey contained 9 questions about information pertaining to respondents' business, including the industry, length of time in operation, and number of employees. The survey also contained 7 questions about the impact on COVID-19 on business operations, such as the number of employees respondents had to lay off or furlough and how revenue had been impacted. Further, the survey contained 11 questions about the respondents' feelings of concern regarding various aspects of their business, such as losing customer traffic and maintaining employees' financial welfare. Fifteen questions from the survey asked respondents about different types of assistance that would be helpful to their business. Two questions asked respondents to report any gap finance programs they have applied for, will apply for, or have received. Lastly, the survey contained an open response item in which respondents were able to report anything else that they believed would help their business recover from COVID-19.

The qualitative survey item was analyzed by a team of two ARC Associates who read through the written feedback and derived common 'themes' present in the responses (e.g., additional financial aid, assistance with paperwork/programs). Afterwards, an additional team of two ARC associates tallied the total frequency of each theme within the data. The results of this analysis are included in the report.

## SUMMARIZED RESULTS

Of the 224 collected responses, the majority (77.2%) of businesses were located in Williamson (n = 97)<sup>1</sup> and Jackson (n = 76) county with the remaining 22.8% of businesses located in Perry (n = 22), Franklin (n = 13), and Jefferson (n = 10) county or a county not listed (n = 6). Across all counties, most business owners reported that their business was locally owned (67.0%) and in operation for 10 or more years (66.3%). Over half of respondents own their workspace (60.0%) and most frequently employ 2-5 full-time (44.0%) and 2-5 part-time (31.2%) employees.



Most business owners reported that they did not have to lay-off (72.0%) or furlough (63.0%) any of their employees due to COVID-19. For overall sales, the majority (67.9%) of respondents reported a revenue decrease by 26.0% or greater; however, respondents who have an online sales component to their business reported a 26.9% increase in online sales. 70.3% of respondents indicated that they need some amount of gap funding in order to stay afloat through June 1, 2020; and if disruption were to continue at the current rate, 40.2% of business owners reported that they may be at risk of permanent closure within 1-5 months. Of business owners who applied for gap finance programs, the most commonly received programs were the Federal Paycheck Protection Program (forgivable loan; n = 58) and the Federal Small Business Administration (SBA) Economic Injury Disaster Loan (EIDL; n = 20).

Many businesses reported experiencing the same challenges due to COVID-19. Across all counties, revenue loss (n = 130) and reductions/modifications to business hours (n = 100) were most frequently reported. Likewise, many businesses reported similar concerns about outcomes due to COVID-19, including losing business ( $M = 3.62$ ), protecting employees' health and safety ( $M = 3.52$ ), and losing customer traffic ( $M = 3.43$ ). Additionally, all counties indicated that more in-depth information about available financial assistance would be helpful to their business right now.

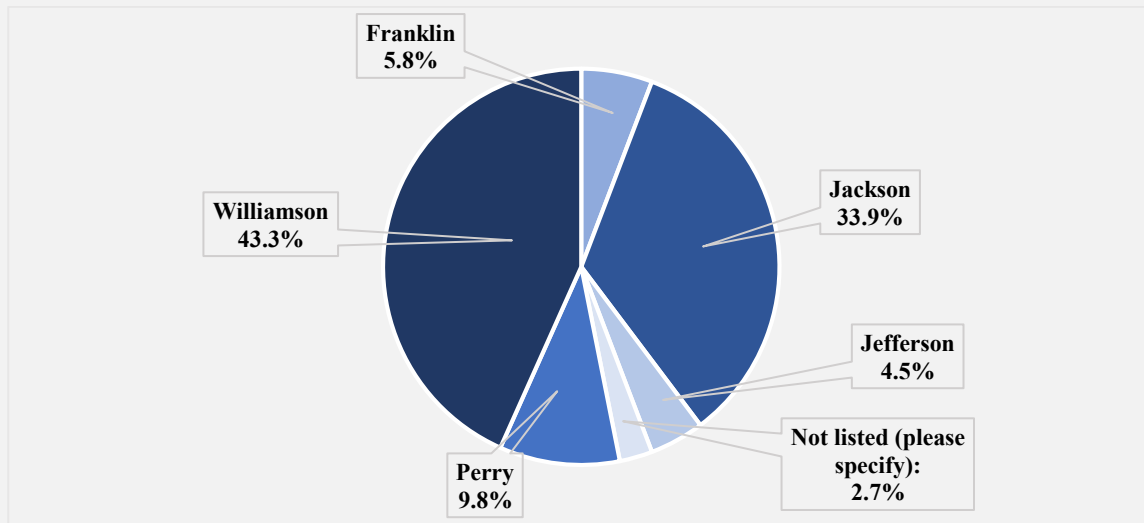
Although there were many commonalities among the five counties, there were also several differences that emerged between forms of assistance that would be helpful to each county. Business owners in Jackson ( $M = 2.90$ ), Jefferson ( $M = 2.96$ ), Perry ( $M = 2.94$ ), and Williamson ( $M = 2.27$ ) counties reported that penalty-free extensions on expenses would be one of the most helpful forms of assistance. Further, business owners in Jackson ( $M = 2.90$ ) and Jefferson ( $M = 2.65$ ) counties reported that it would be helpful to have opportunities to talk with and learn from other business owners. Only Franklin county reported that technical training on social media ( $M = 3.20$ ) and information on how to best sell their brand/business ( $M = 3.30$ ) would be helpful forms of assistance. Finally, only Perry county business owners indicated that cash flow management ( $M = 2.81$ ) would be one of the most beneficial forms of assistance at this time.

<sup>1</sup> Throughout the report “n” is used to denote a sample size (number) from the total response rate and “M” is used to denote mean.

# ALL COUNTIES

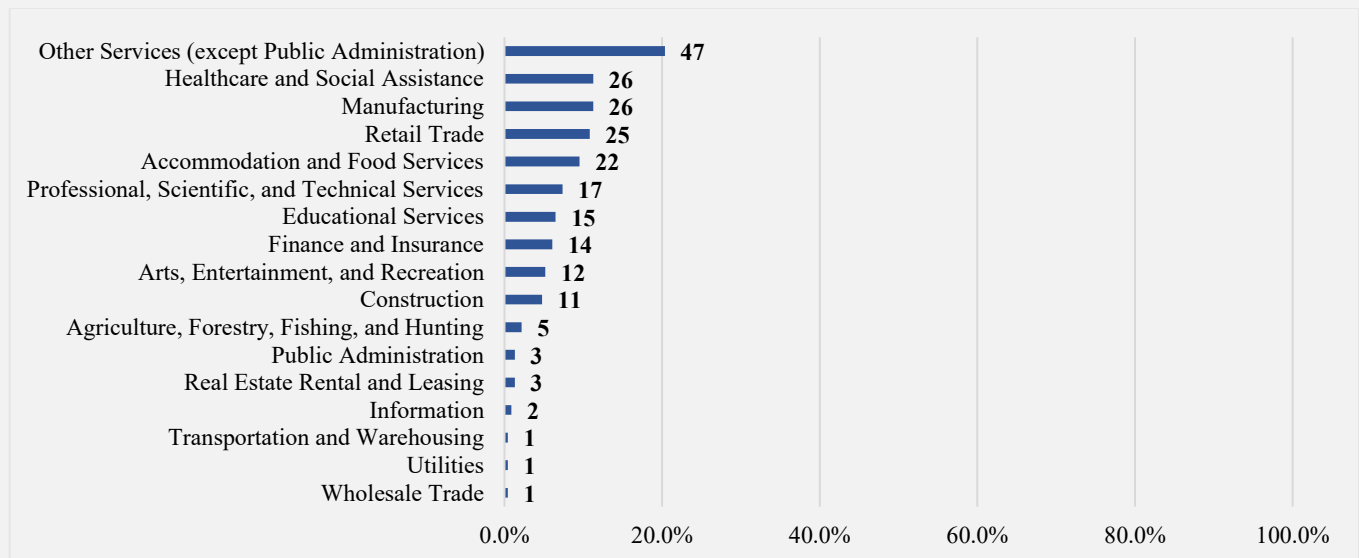
## Breakdown by County

- The breakdown by county was Williamson (43.3%), Jackson (33.9%), Perry (9.8%), Franklin (5.8%), Jefferson (4.5%), and Not listed (2.7%). The “Not listed” response option was intended to allow respondents who were not located in the five county region the option to complete the survey or allow respondents who wanted to view the survey items the opportunity to do so without compromising the integrity of data collection. The remaining results in this report exclude the “Not listed” counties (n = 224).



## Breakdown by Industry

- The most commonly reported industry was Other Services (except Public Administration) (20.4%), followed by Healthcare and Social Assistance (11.3%), Manufacturing (11.3%), Retail Trade (10.8%), and Accommodation and Food Services (9.5%) (n = 231).

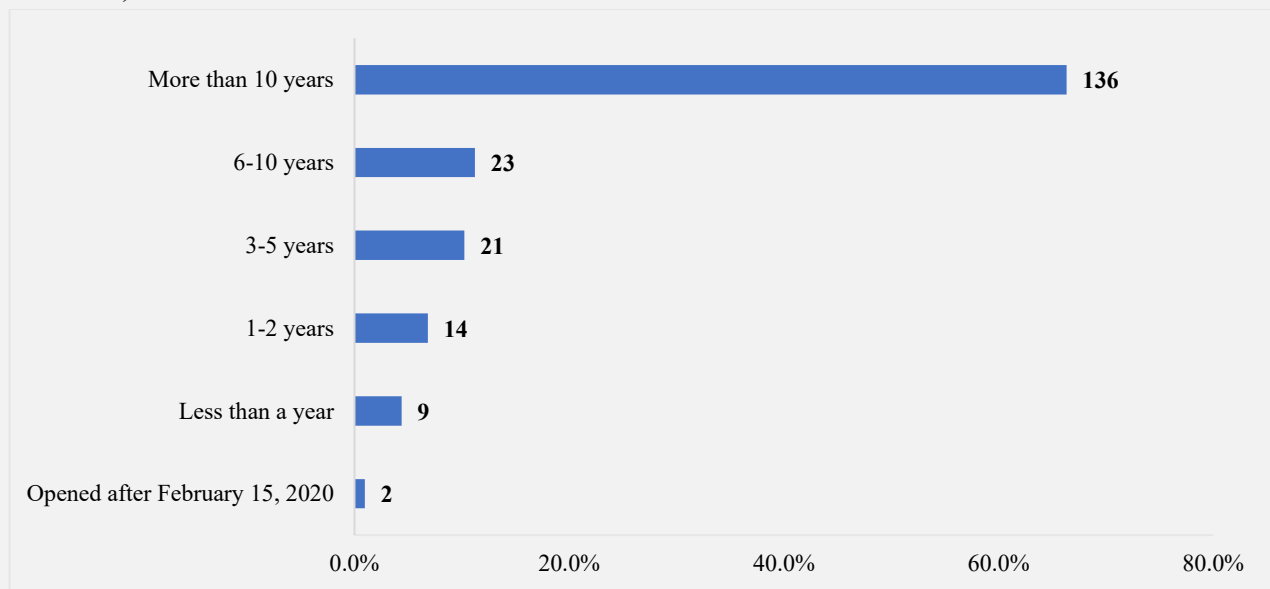


## Ownership

- Respondents were asked how they would characterize the ownership of their business. Most respondents reported that their business was locally owned (n = 150), followed by woman-owned (n = 56), other (e.g., non-profit; n = 25), out-of-state-owned (n = 11), minority-owned (n = 9), veteran-owned (n = 7), and out-of-country-owned (n = 7).

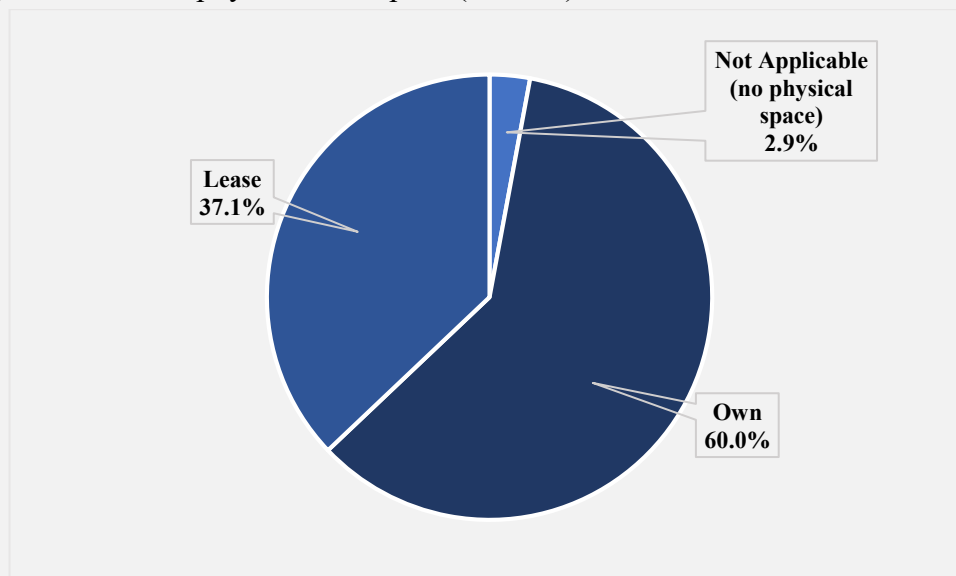
## Length of Operation

- When asked about length of operation, the majority (66.3%) of business owners reported that they have been operating more than 10 years. 11.2% have been operating 6-10 years, 10.3% 3-5 years, 6.8% 1-2 years, 4.3% less than a year, and 1.1% opened after February 15, 2020 (n = 205).



## Workspace

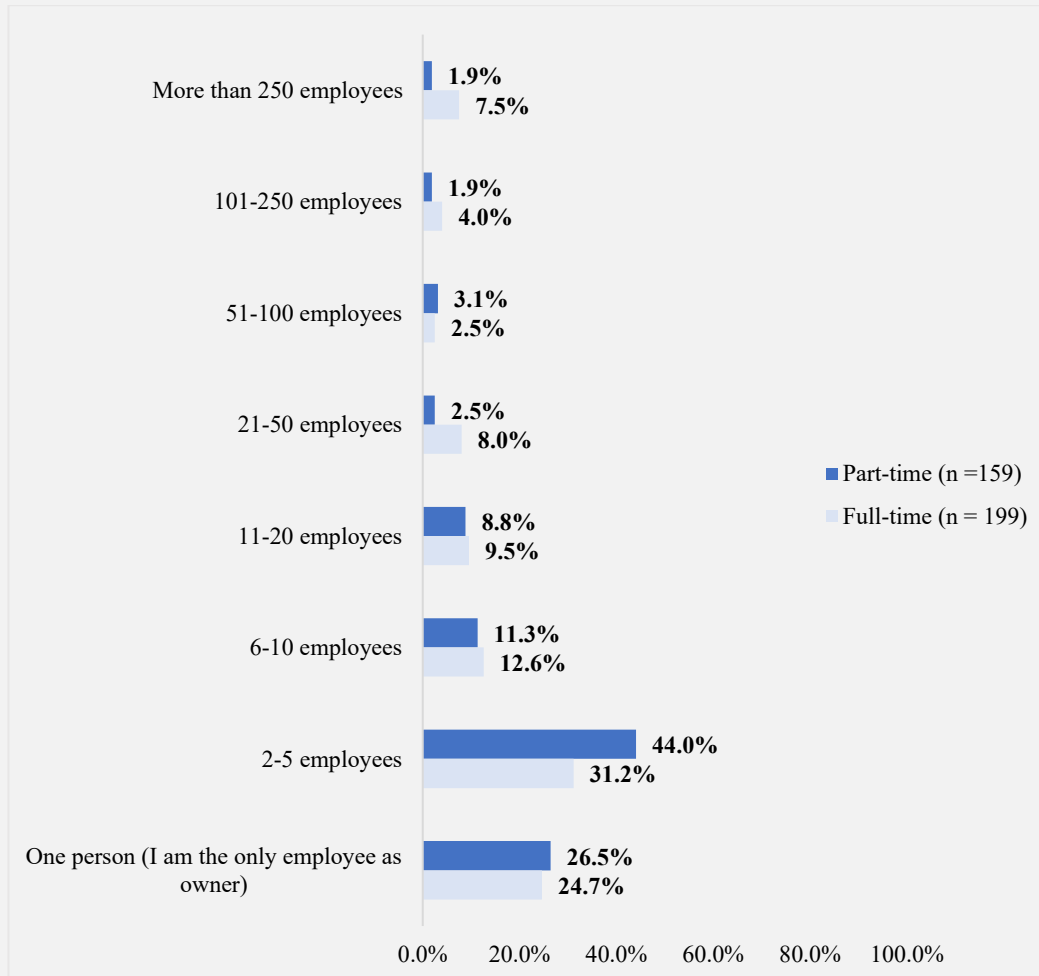
- Most respondents (60.0%) own their workspace, 37.1% lease their workspace, and 2.9% stated that they do not have a physical workspace (n = 205).



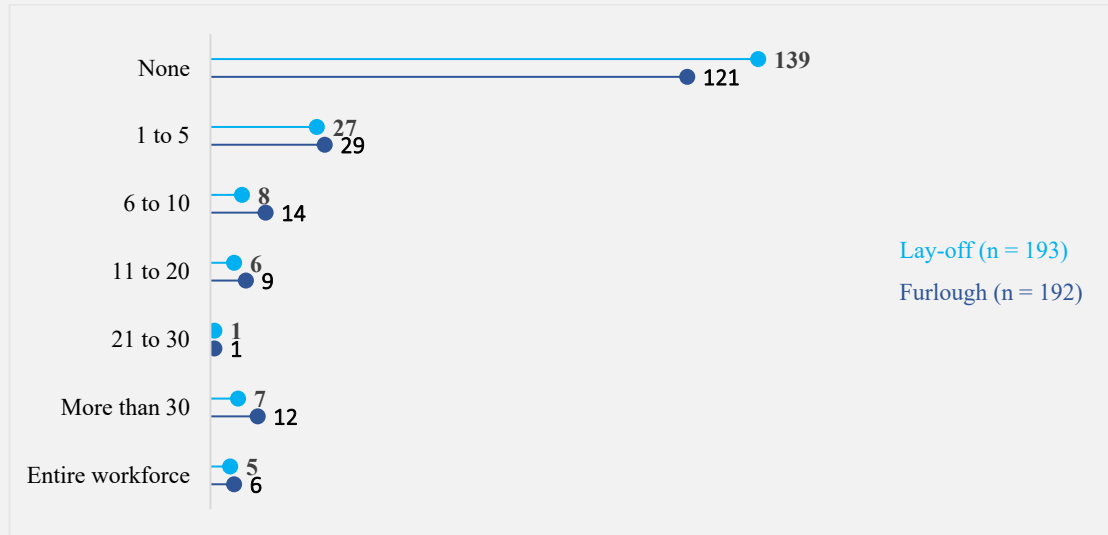
- Of respondents who lease their workspace (n = 74), 51.4% stated that they did not ask for rent relief, 24.3% stated that rent relief is not necessary at this time, 17.6% indicated that they received rent relief, finally 6.7% stated that they asked but did not receive rent relief.

## Employees

- When respondents were asked how many full-time and part-time employees they have, the most frequently reported number of full-time (31.2%) and part-time (44.0%) employees was 2-5 employees.

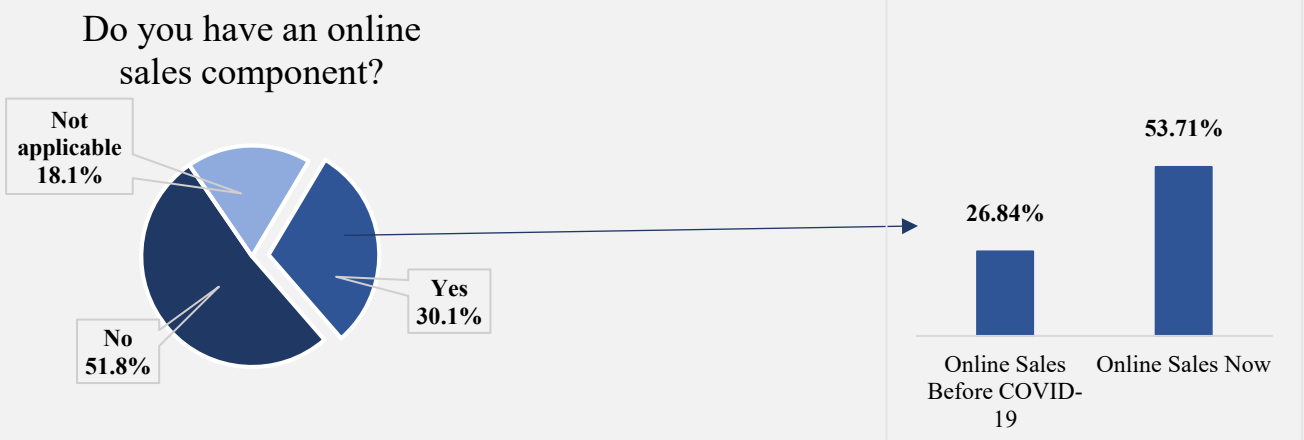


- Participants were asked how many employees they had to lay-off and/or furlough so far, as a result of COVID-19.
  - 72.0% did not have to lay off anyone, 13.9% laid off 1-5 employees, 2.6% laid off 6-10 employees, 3.1% laid off 11-20 employees, 0.5% laid off 21-30 employees, 3.6% laid off more than 30 employees, and 4.3% laid off the entire workforce.
  - 63.0% did not have to furlough anyone, 15.1% furloughed 1-5 employees, 7.3% furloughed 6-10 employees, 4.7% furloughed 11-20 employees, 0.5% furloughed 21-30 employees, 6.3% furloughed more than 30 employees, and 3.1% furloughed the entire workforce.



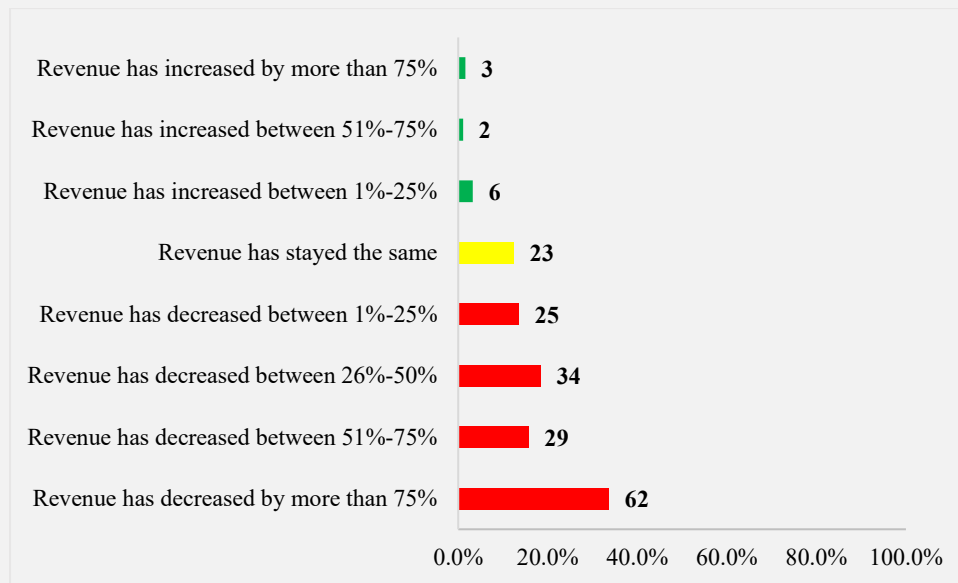
## Revenue

- Slightly more than half of respondents reported that they do not have an online sales component (51.8%). 30.1% of respondents do have an online sales component and 18.1% stated that online sales were not applicable (n = 193).
- The average amount of revenue generated from online sales before COVID-19 was 26.84% (n = 55); whereas, the average amount of revenue generated from online sales now is 53.71% (n = 51), indicating a 26.87% increase.

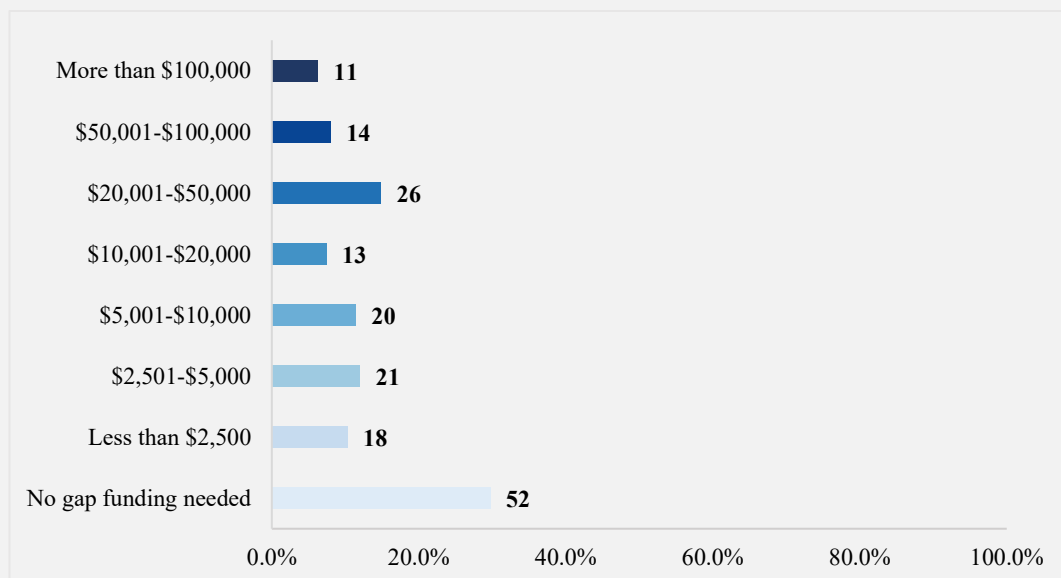




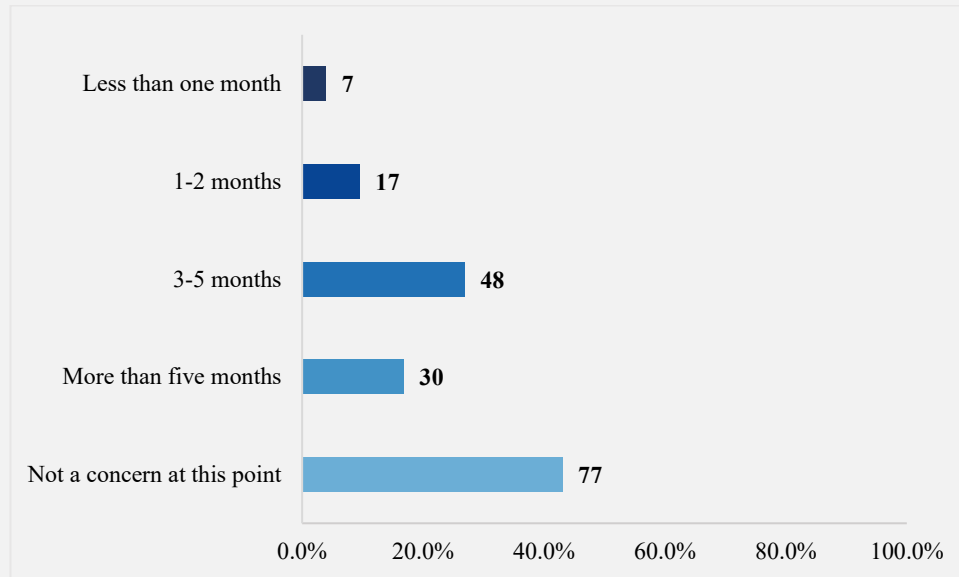
- Respondents were asked about revenue changes since March 2020 due to COVID-19. The majority (81.5%) of respondents reported a revenue decrease, 12.5% of respondents reported that revenue stayed the same and 6.0% of respondents reported a revenue increase (n = 184).



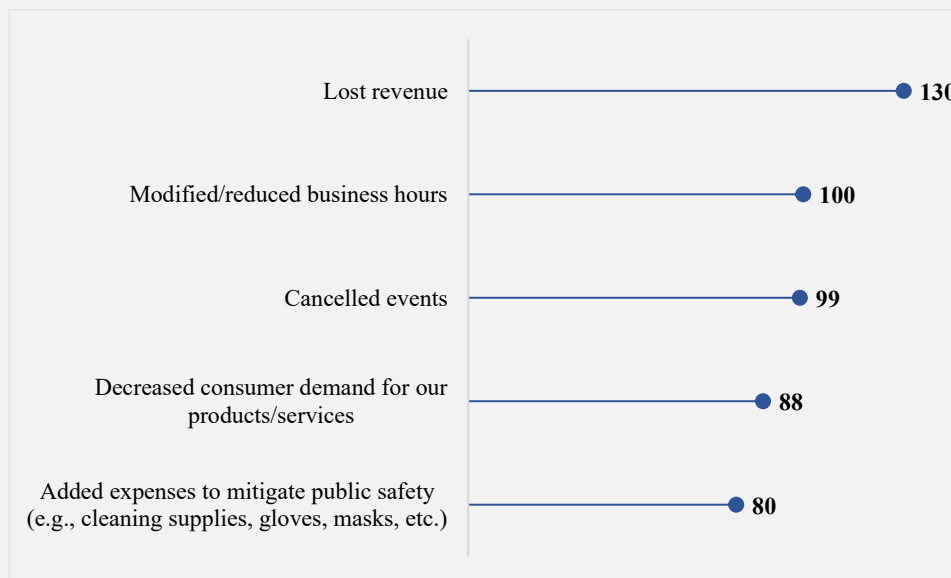
- Respondents most commonly (29.7%) reported that no gap funding was needed to stay afloat through June 1, 2020. For participants who need gap funding, 10.3% need less than \$2,500, 12.0% need \$2,501-\$5,000, 11.4% need \$5,001-\$10,000, 7.4% need \$10,001-\$20,000, 14.9% need \$20,001-\$50,000, 8.0% need \$50,001-\$100,000, and 6.3% need more than \$100,000 (n = 175).



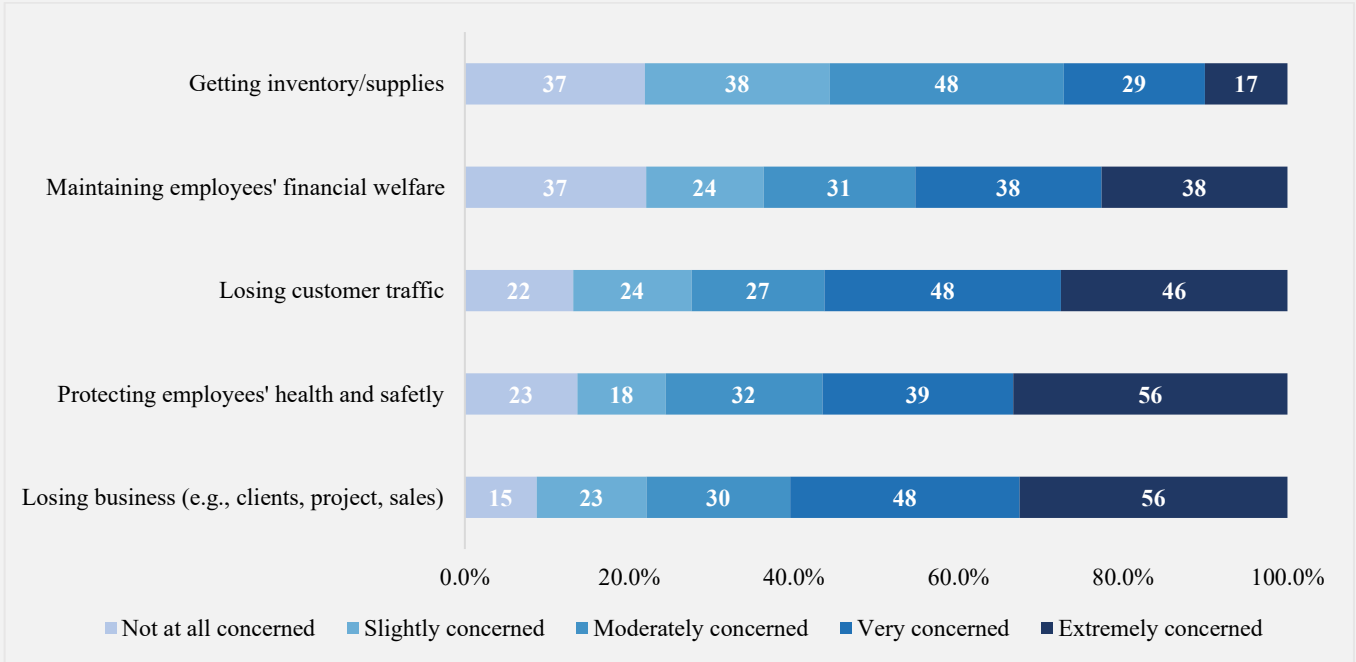
- Participants were asked, “if disruption were to continue at the current rate how soon will your business be at risk of closing permanently?” 43.0% of respondents reported that closing permanently is not a concern at this point, 16.7% indicated that their business would be at risk of closing after 5 months, 26.8% indicated 3-5 months, 9.6% indicated 1-2 months, and 3.9% indicated less than one month (n = 179).



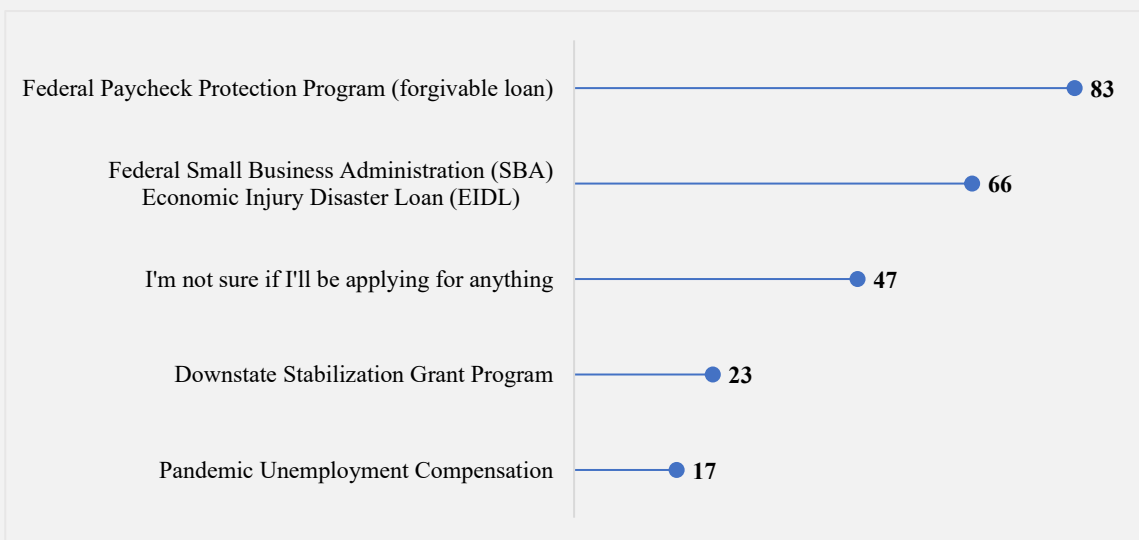
- When asked how COVID-19 has affected their business or organization, respondents most frequently reported revenue losses (n = 130), modification/reductions of business hours (n = 100), cancelled events (n = 99), decreased consumer demand for products/services (n = 88), and added expenses to mitigate public safety (n = 80).



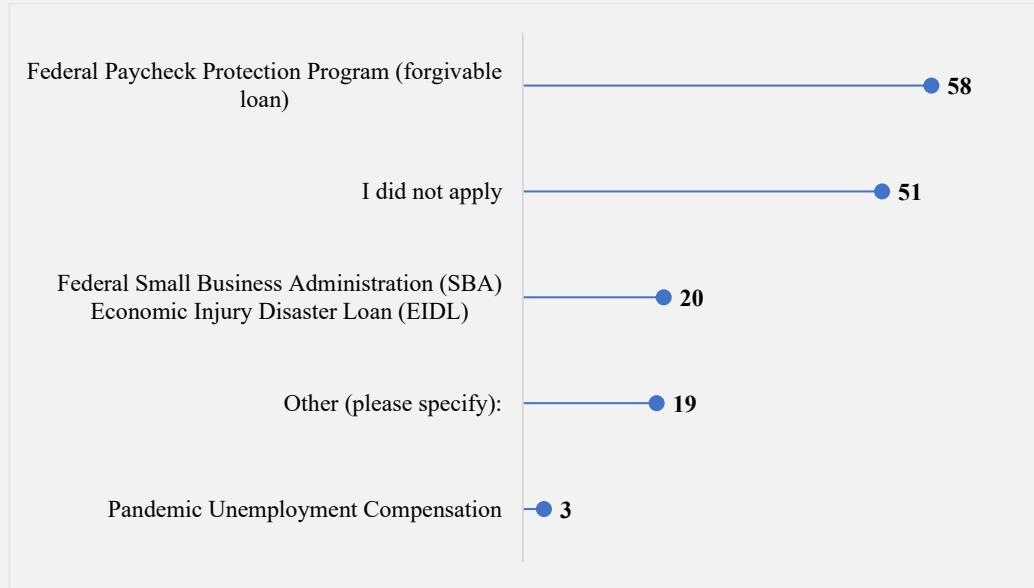
- Participants reported the extent to which they were concerned about several outcomes due to COVID-19 on a 1 (*Not at all concerned*) to 5 (*Extremely concerned*) rating scale. The top five responses with the highest average concern rating were: losing business ( $M = 3.62$ ;  $n = 172$ ), protecting employees' health and safety ( $M = 3.52$ ;  $n = 168$ ), losing customer traffic ( $M = 3.43$ ;  $n = 167$ ), maintaining employees' financial welfare ( $M = 3.10$ ;  $n = 168$ ), and getting inventory/supplies ( $M = 2.71$ ;  $n = 169$ ).



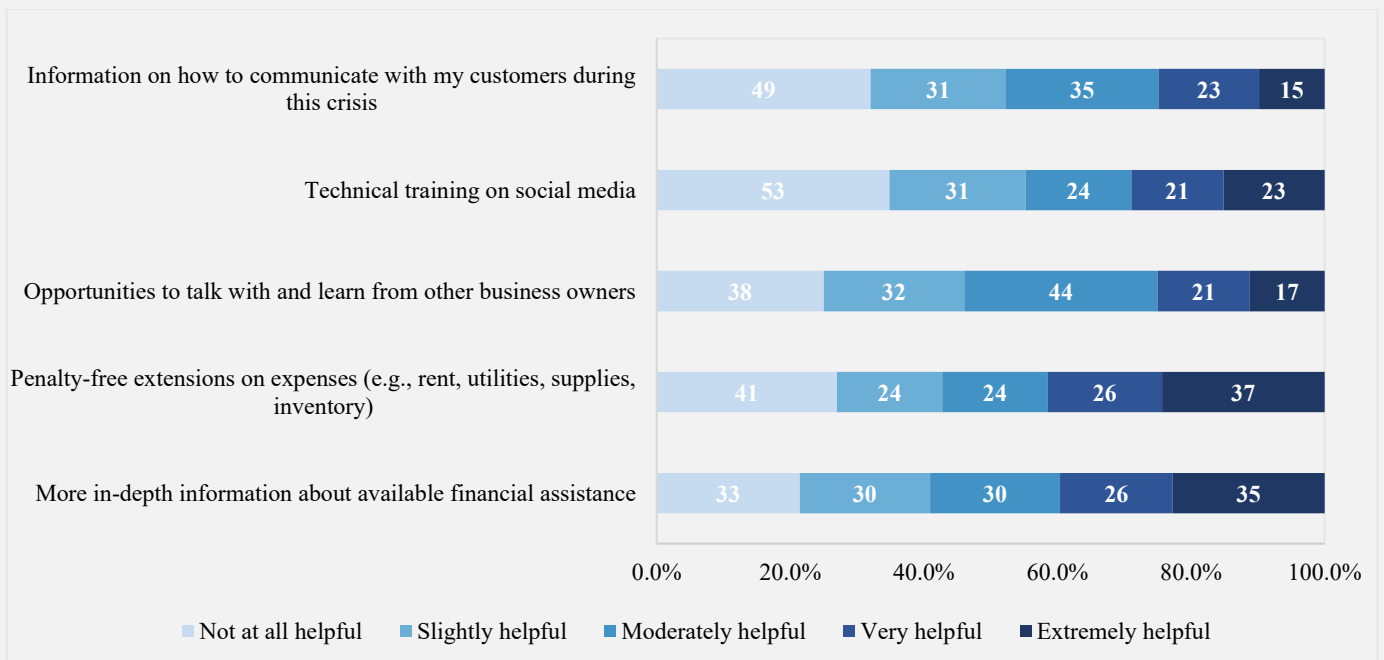
- Participants reported the gap finance programs they applied for or plan to apply for in the future. The top five responses are listed below.



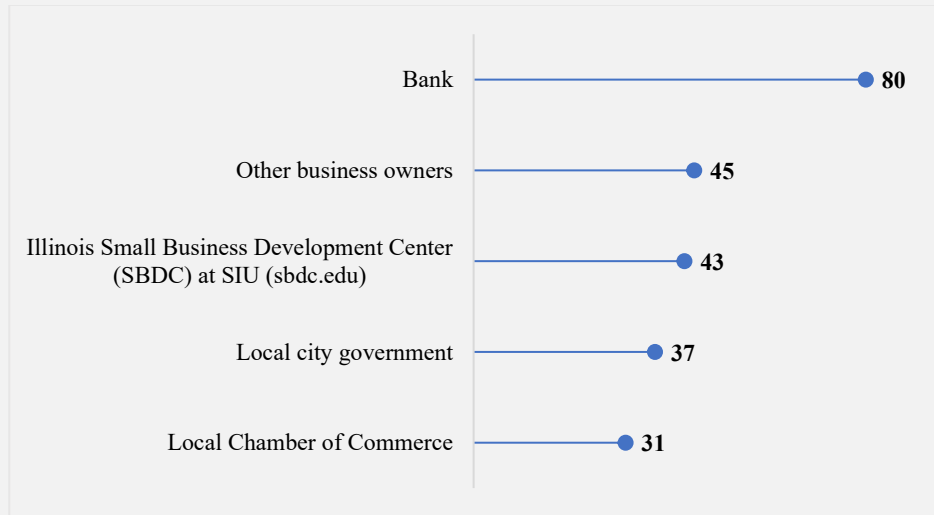
- Participants reported the gap finance programs they have already received. The top five responses are listed below. Respondents who selected “other” most frequently reported that they have not received any gap finance programs yet. Other responses include the “Heartland Grant” and “Marion United Grant”.



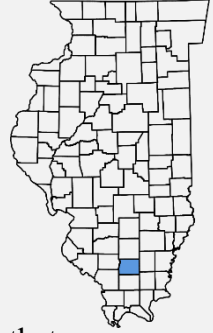
- Respondents reported the extent to which several forms of assistance would be helpful to them or their business using a 1 (*Not at all helpful*) to 5 (*Extremely helpful*) rating scale. The top five responses with the highest average helpfulness rating were: more in-depth information about available financial assistance ( $M = 3.00$ ;  $n = 154$ ), penalty-free extensions on expenses ( $M = 2.96$ ;  $n = 152$ ), opportunities to talk with and learn from other business owners ( $M = 2.65$ ;  $n = 152$ ), Technical training on social media ( $M = 2.54$ ;  $n = 152$ ), and Information on how to communicate with customers during this crisis ( $M = 2.50$ ;  $n = 153$ ).



- Respondents were asked which local resources they accessed for assistance during this time. The top five responses are reported below.



# FRANKLIN COUNTY: N = 13

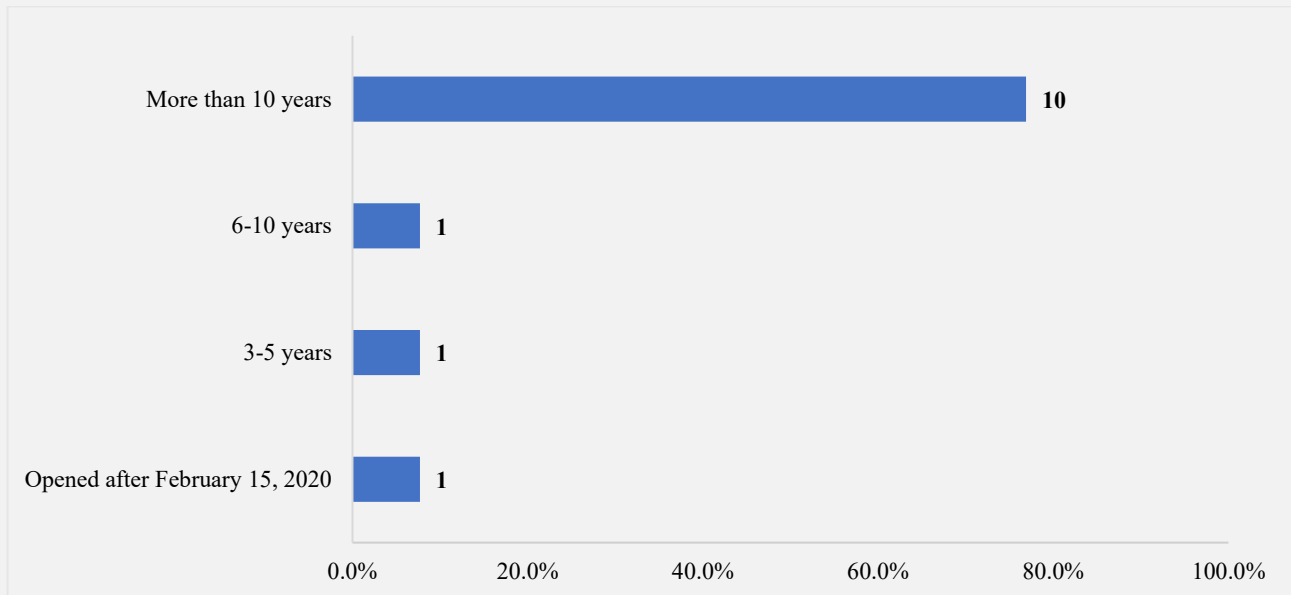


## Ownership

- Respondents were asked how they would characterize the ownership of their business. Most respondents reported that their business was locally owned (n = 9), followed by woman-owned (n = 8), other (e.g., non-profit; n = 2), and out-of-country-owned (n = 1).

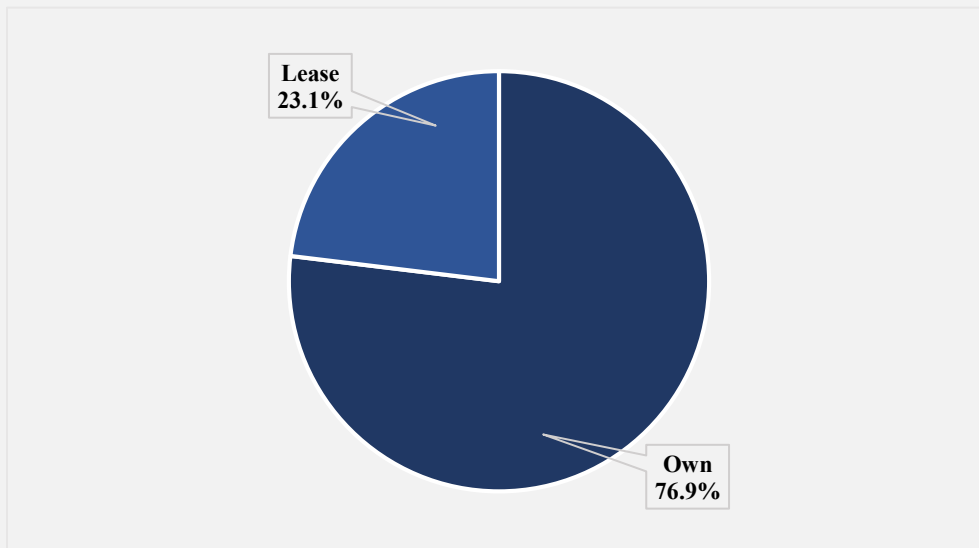
## Length of Operation

- When asked about length of operation, the majority (76.9%) of business owners reported that they have been operating more than 10 years. 7.7% have been operating 6-10 years, 7.7% 3-5 years, and 7.7% opened after February 15, 2020 (n = 13).



## Workspace

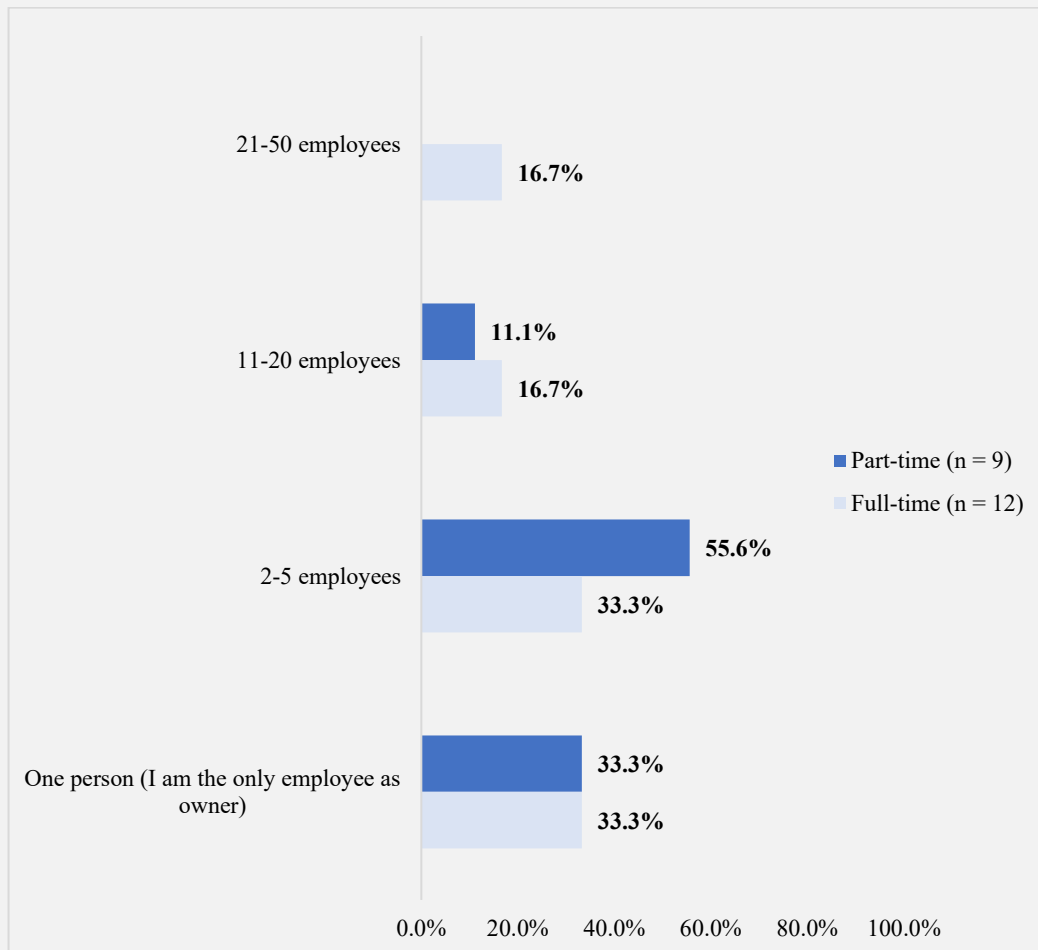
- Most respondents (76.9%) own their workspace and 23.1% lease their workspace (n = 13).



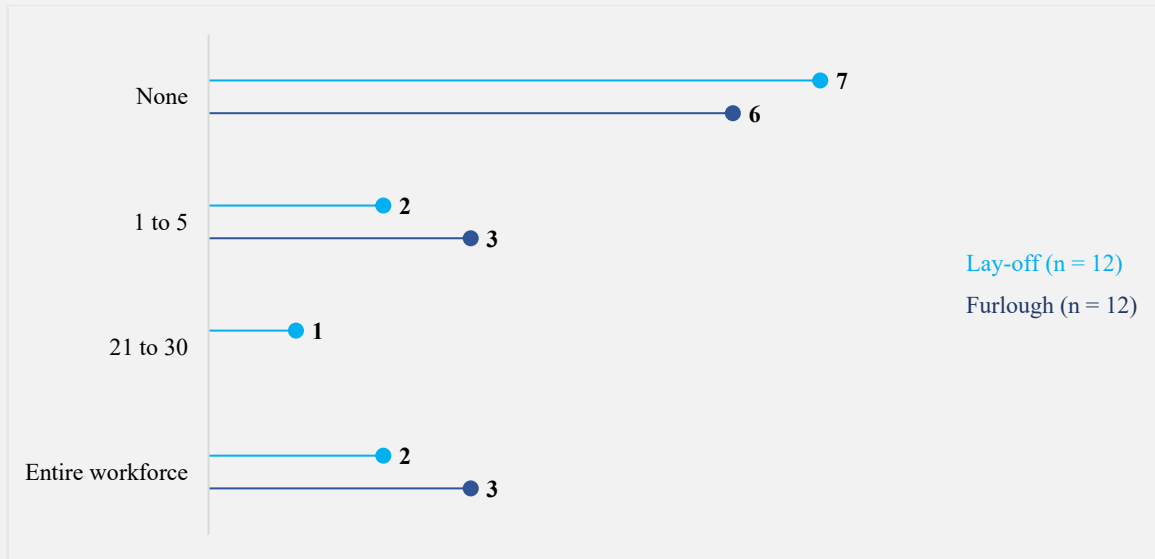
- Of respondents who lease their workspace (n = 3), 66.7% stated that they did not ask for rent relief and 33.3% stated that rent relief is not necessary at this time.

## Employees

- When respondents were asked how many full-time and part-time employees they have, the most frequently reported number of full-time employees was 2-5 employees (33.3%) and one person (I am the only employee as owner; 33.3%). The most frequently reported number of part-time employees was 2-5 employees (55.6%).

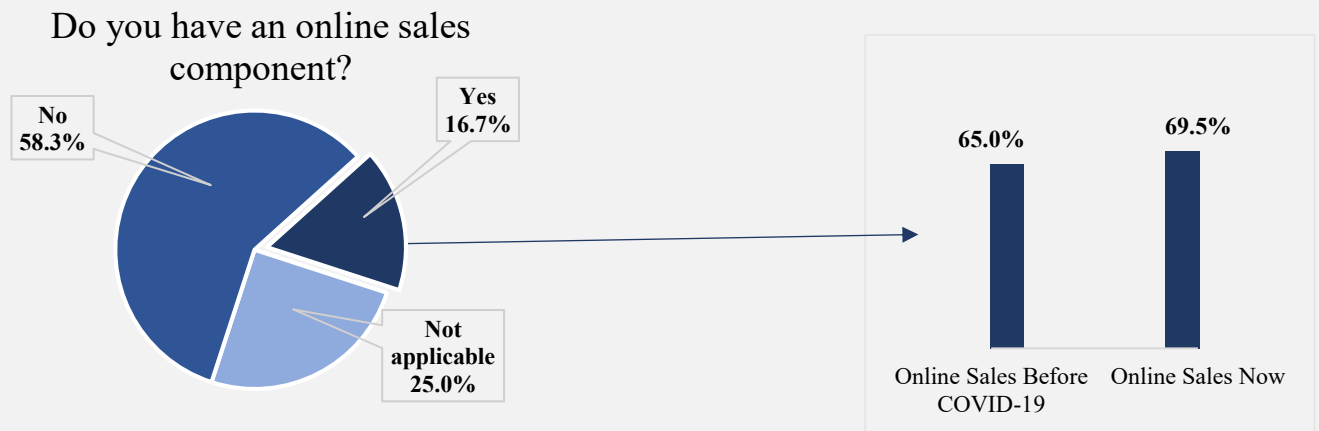


- Participants were asked how many employees they had to lay-off and furlough so far, as a result of COVID-19.
  - 58.3% did not have to lay off anyone, 16.7% laid off 1-5 employees, 8.3% laid off 21-30 employees, and 16.7% laid off the entire workforce.
  - 50.0% did not have to furlough anyone, 25.0% furloughed 1-5 employees, and 25.0% furloughed the entire workforce.



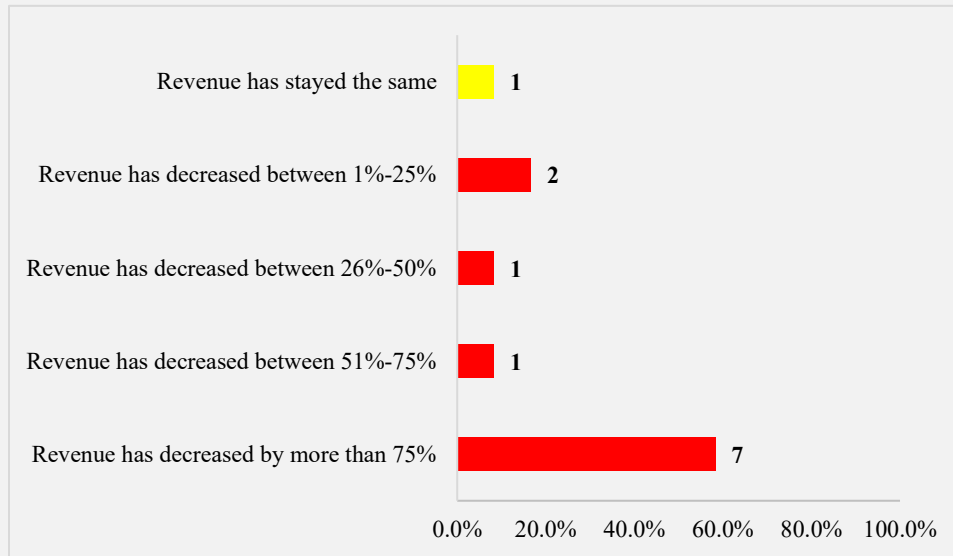
## Revenue

- Slightly more than half (58.3%) of respondents reported that they do not have an online sales component. 16.7% of respondents do have an online sales component and 25.0% stated that online sales were not applicable (n = 12).
- The average amount of revenue generated from online sales before COVID-19 was 65.00% (n = 2); whereas, the average amount of revenue generated from online sales now is 69.50% (n = 2), indicating a 4.50% increase.

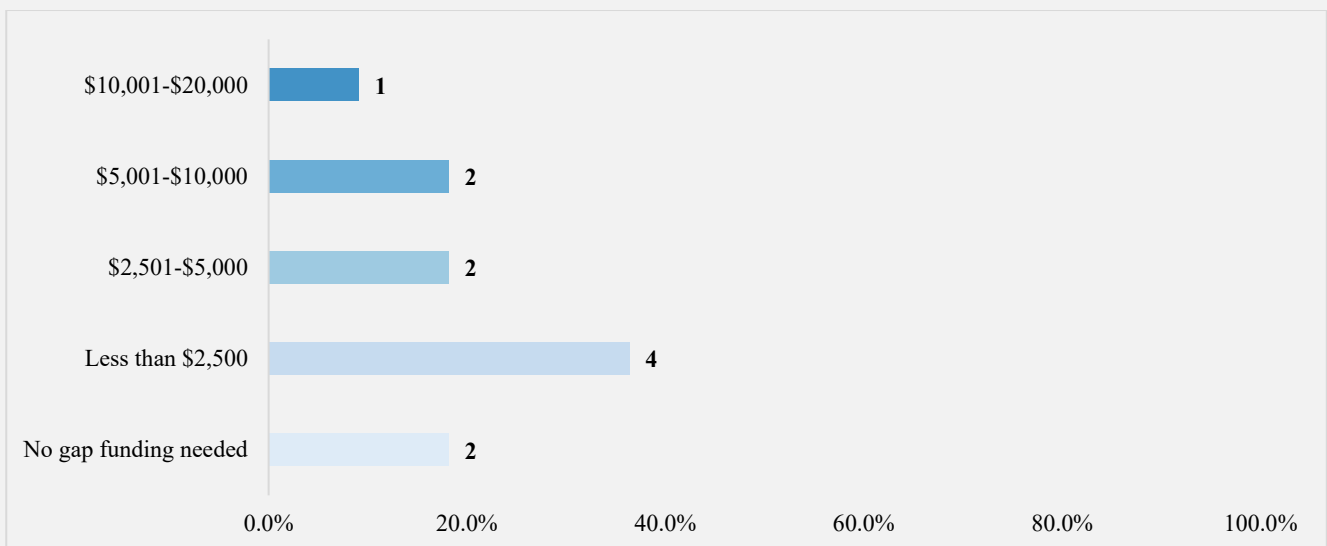




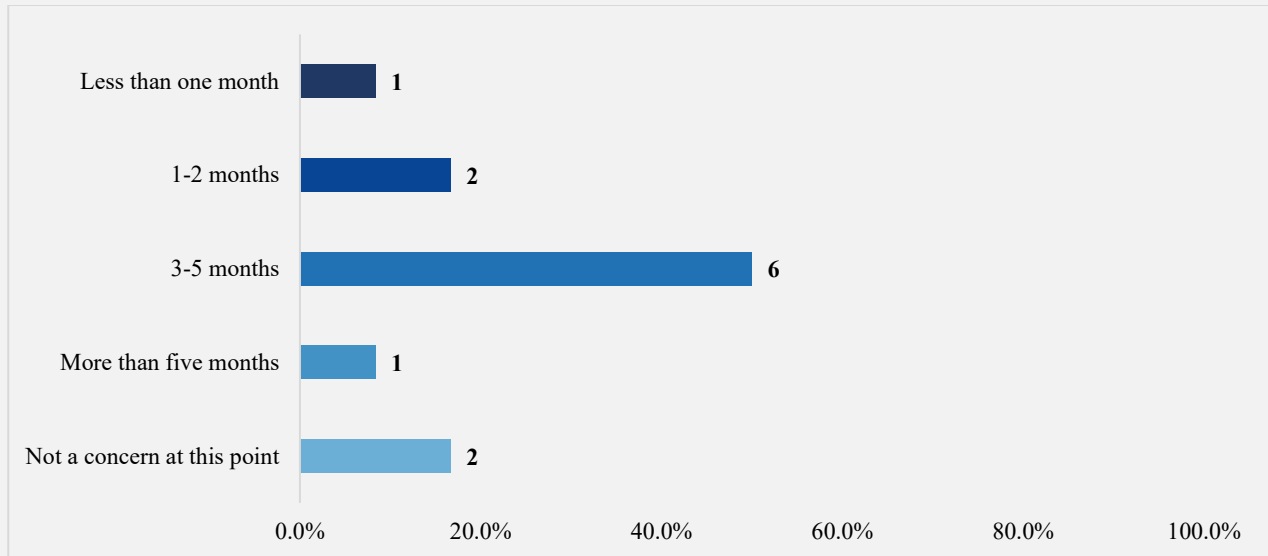
- Participants were asked about revenue changes since March 2020 due to COVID-19. The majority (91.7%) of participants reported a revenue decrease, 8.3% of respondents reported that revenue stayed the same (n = 12).



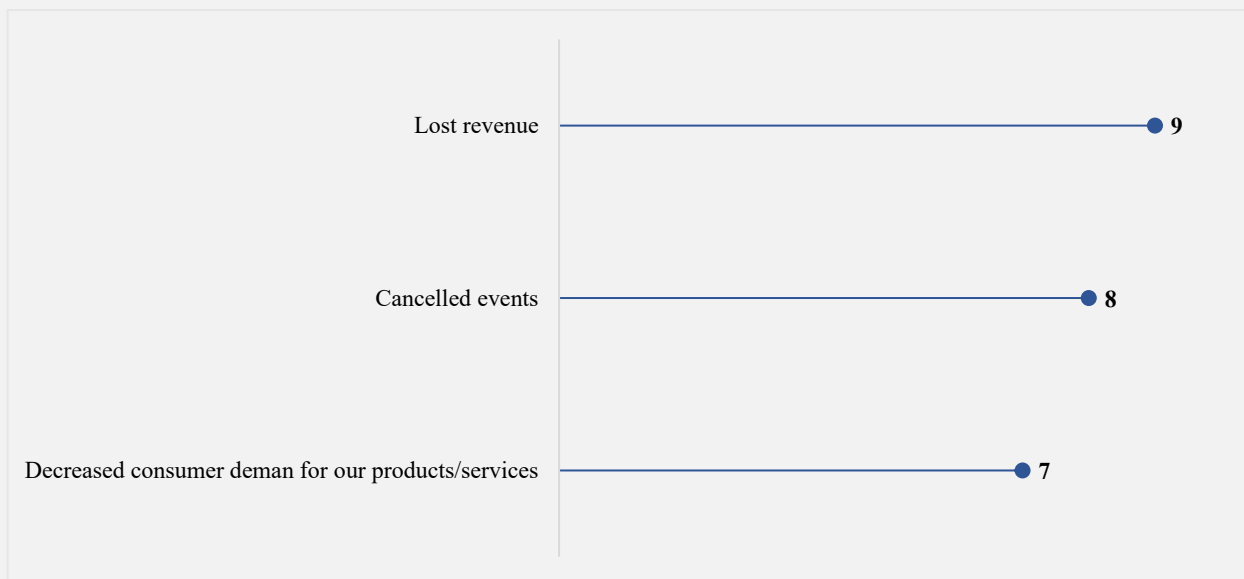
- Respondents were asked the amount of gap funding needed to stay afloat through June 1, 2020. 18.2% reported no gap funding was needed at this time. For participants who need gap funding, 36.3% need less than \$2,500, 18.2% need \$2,501-\$5,000, 18.2% need \$5,001-\$10,000, and 9.1% need \$10,001-\$20,000 (n = 11).



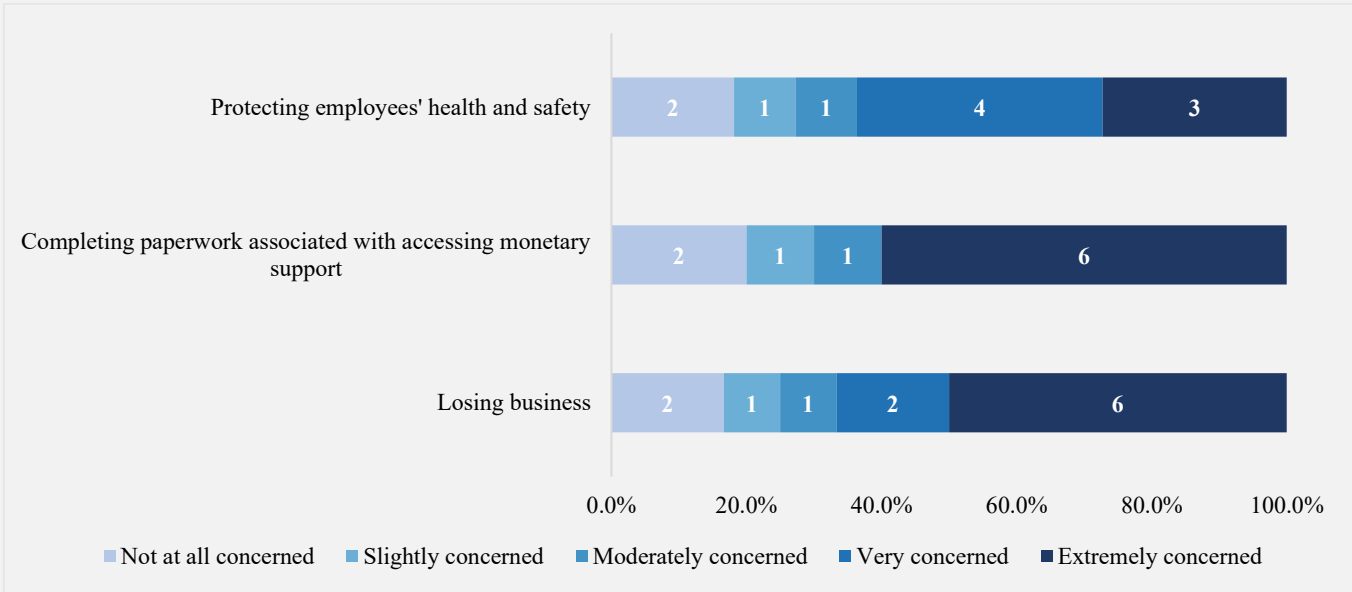
- Participants were asked, “if disruption were to continue at the current rate how soon will your business be at risk of closing permanently?” 16.7% of respondents reported that closing permanently is not a concern at this point, 8.3% indicated that their business would be at risk of closing after 5 months, 50.0% indicated 3-5 months, 16.7% indicated 1-2 months, and 8.3% indicated less than one month (n = 12).



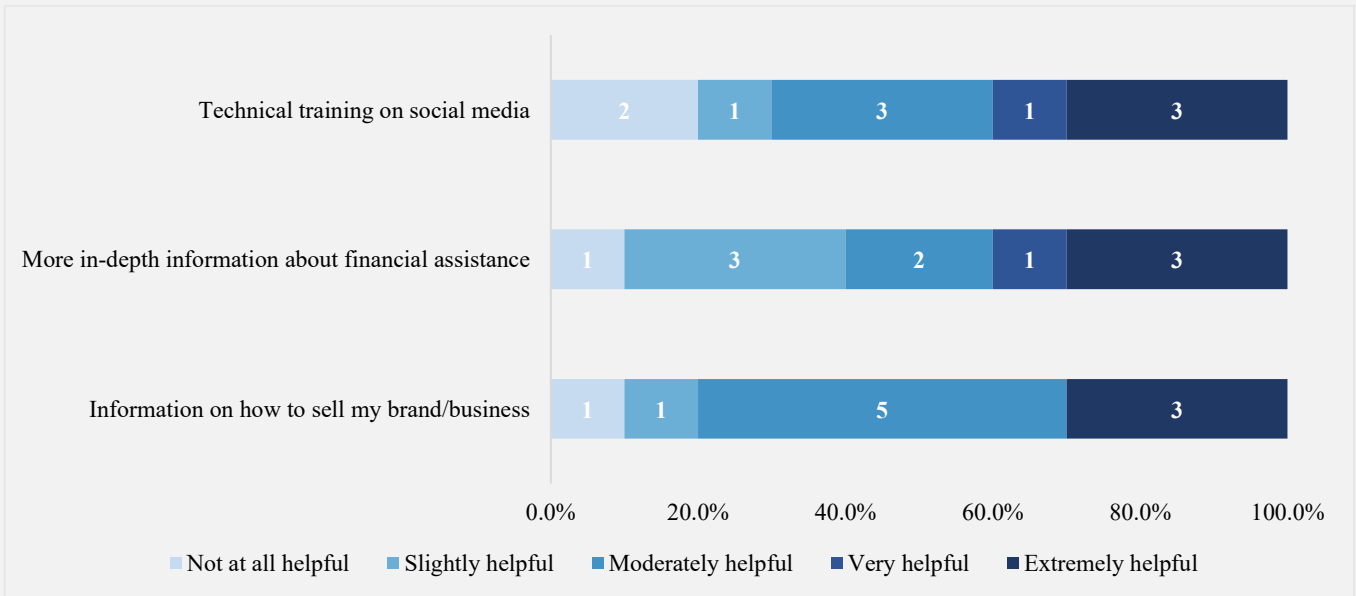
- When asked how COVID-19 has affected their business or organization, respondents most frequently reported revenue losses (n = 9), cancelled events (n = 8), and decreased consumer demand for products/services (n = 7).



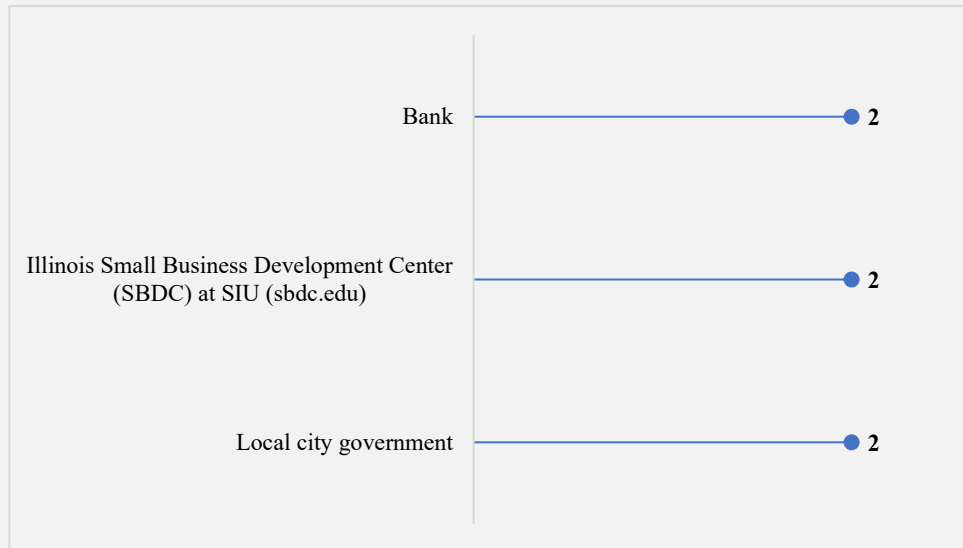
- Participants reported the extent to which they were concerned about several outcomes due to COVID-19 on a 1 (*Not at all concerned*) to 5 (*Extremely concerned*) rating scale. The top three responses with the highest average concern rating were: losing business ( $M = 3.75$ ;  $n = 12$ ), completing paperwork associated with accessing monetary support ( $M = 3.70$ ;  $n = 10$ ), and protecting employees' health and safety ( $M = 3.45$ ;  $n = 11$ ).



- Respondents reported the extent to which several forms of assistance would be helpful to them or their business using a 1 (*Not at all helpful*) to 5 (*Extremely helpful*) rating scale. The top three responses with the highest average helpfulness rating were: information on how to sell my brand/business ( $M = 3.30$ ;  $n = 10$ ), more in-depth information about available financial assistance ( $M = 3.20$ ;  $n = 10$ ), and technical training on social media ( $M = 3.20$ ;  $n = 10$ ).



- Respondents were asked which local resources they have accessed for assistance during this time. The top three responses are reported below.

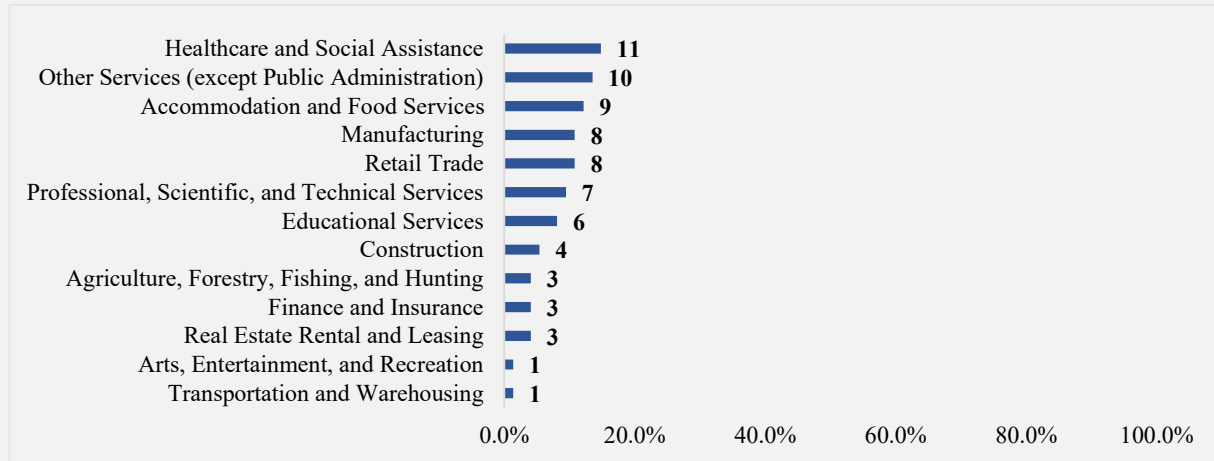


# JACKSON COUNTY: N = 76



## Breakdown by Industry

- The most commonly reported industry was Healthcare and Social Assistance (14.9%), followed by Other Services (except Public Administration) (13.5%), Accommodation and Food Services (12.2%), Manufacturing (10.8%), and Retail Trade (10.8%; n = 74).

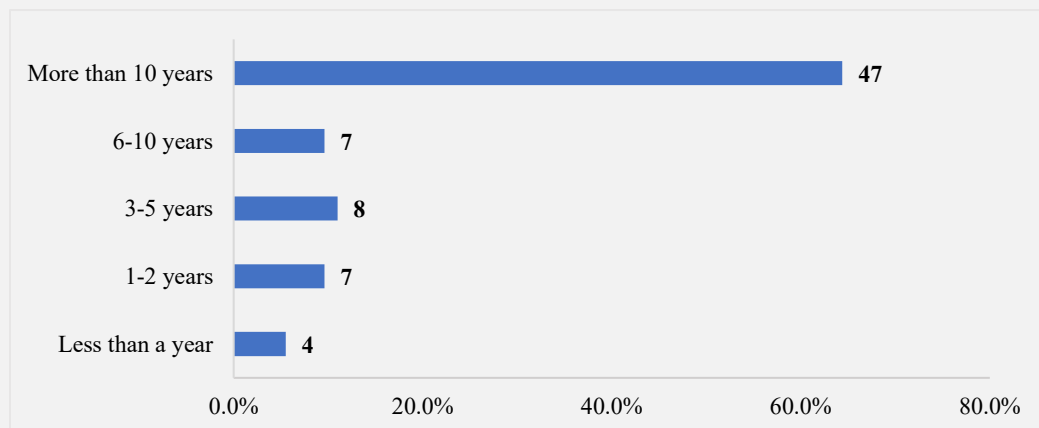


## Ownership

- Respondents were asked how they would characterize the ownership of their business. Most respondents reported that their business was locally owned (n = 56), followed by woman-owned (n = 16), other (e.g., non-profit; n = 9), minority-owned (n = 6), out-of-state-owned (n = 4), veteran-owned (n = 3), and out-of-country-owned (n = 2).

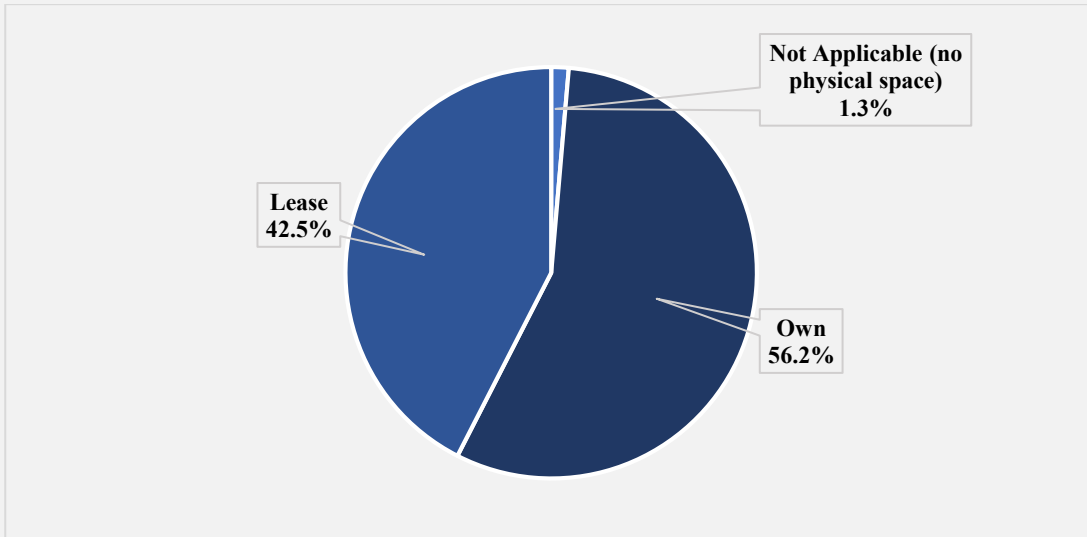
## Length of Operation

- When asked about length of operation, the majority (64.4%) of business owners reported that they have been operating more than 10 years. 9.6% have been operating 6-10 years, 11.0% 3-5 years, 9.6% 1-2 years, and 5.4% less than a year (n = 73).



## Workspace

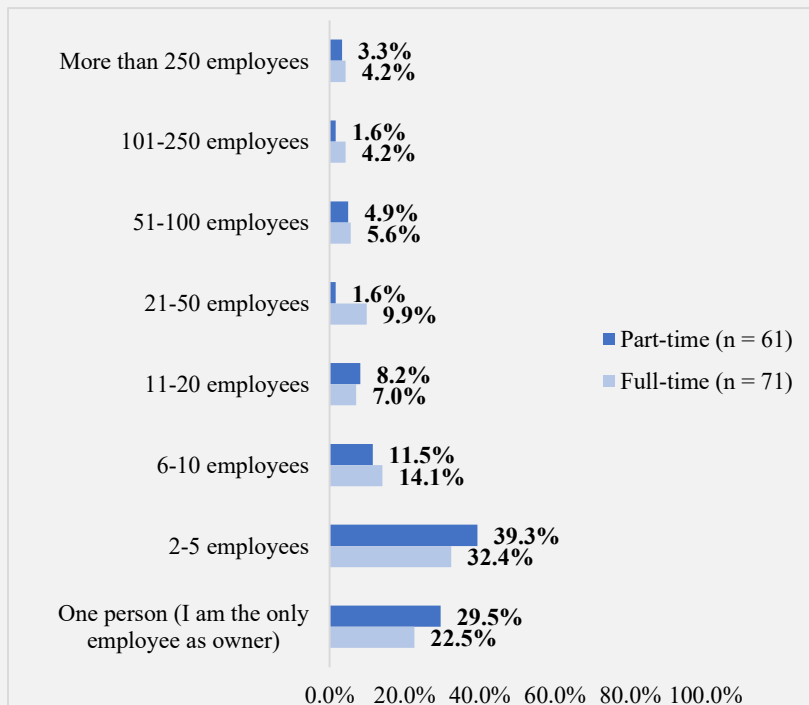
- Most respondents (56.2%) own their workspace, 42.5% lease their workspace and 1.3% stated that they do not have a physical workspace (n = 73).



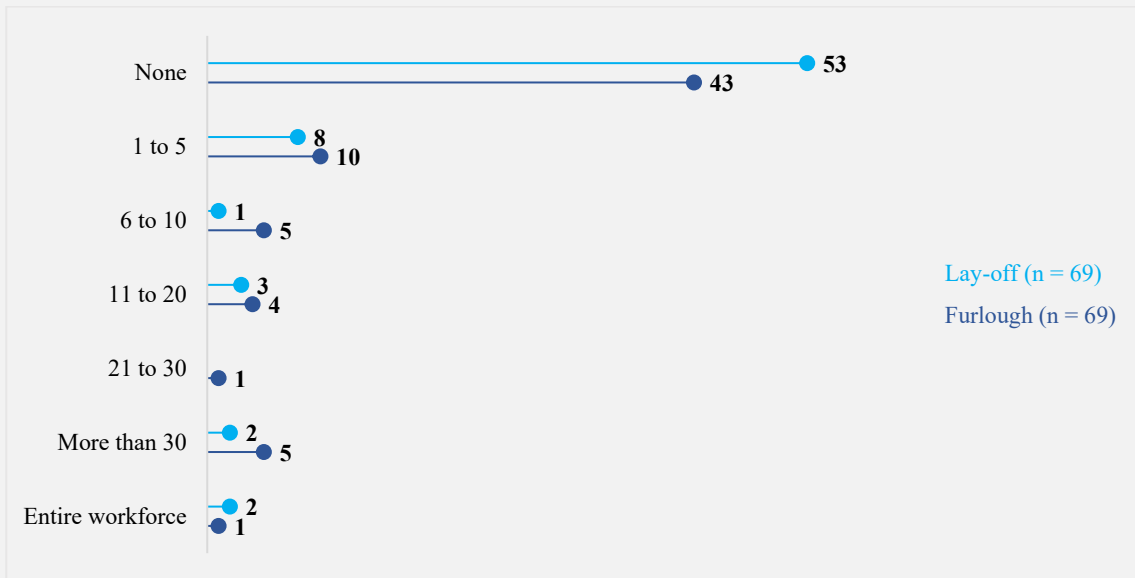
- Of respondents who lease their workspace (n = 30), 60.0% stated that they did not ask for rent relief, 23.3% stated that rent relief is not necessary at this time, 10.0% stated that they asked but did not receive rent relief, and 6.7% stated they received rent relief.

## Employees

- When respondents were asked how many full-time and part-time employees they have, the most frequently reported number of full-time (32.4%) and part-time (39.3%) employees was 2-5 employees.

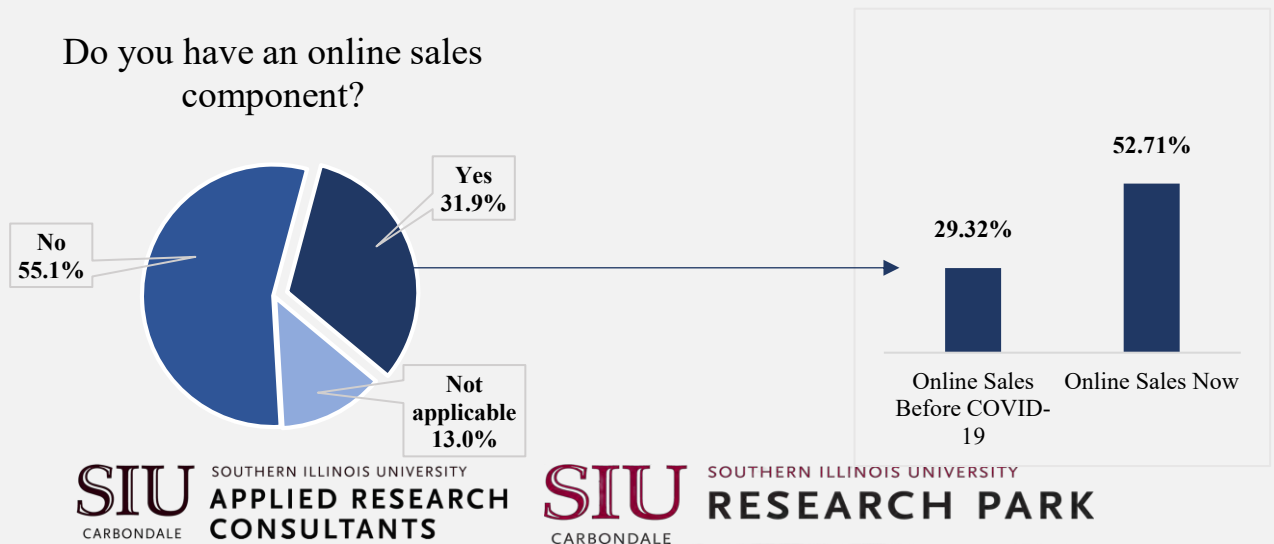


- Participants were asked how many employees they had to lay-off and furlough so far, as a result of COVID-19.
  - 76.8% did not have to lay off anyone, 11.7% laid off 1-5 employees, 1.4% laid off 6-10 employees, 4.3% laid off 11-20 employees, 2.9% laid off more than 30 employees, and 2.9% laid off the entire workforce.
  - 62.4% did not have to furlough anyone, 14.5% furloughed 1-5 employees, 7.3% furloughed 6-10 employees, 5.8% furloughed 11-20 employees, 1.4% furloughed 21-30 employees, 7.2% furloughed more than 30 employees, and 1.4% furloughed the entire workforce.

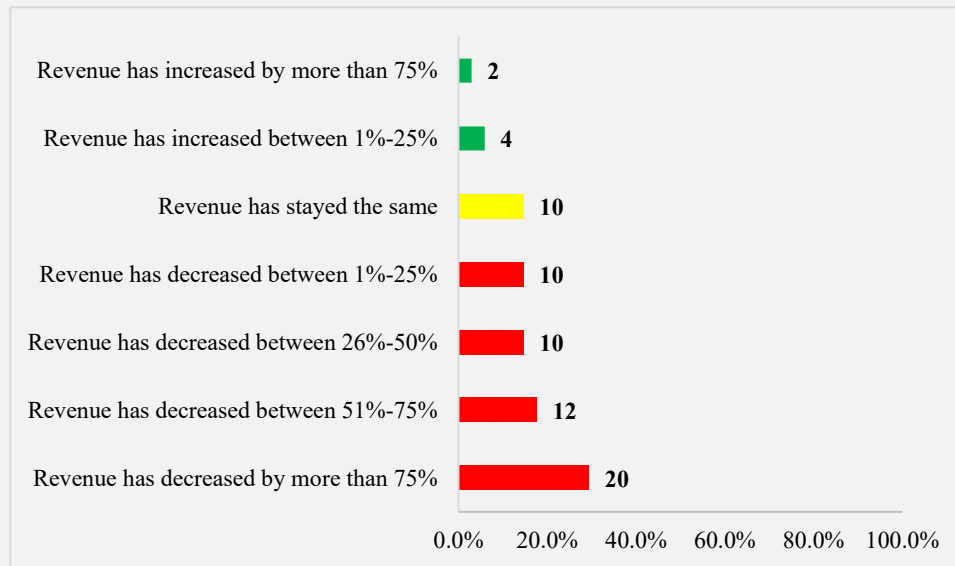


## Revenue

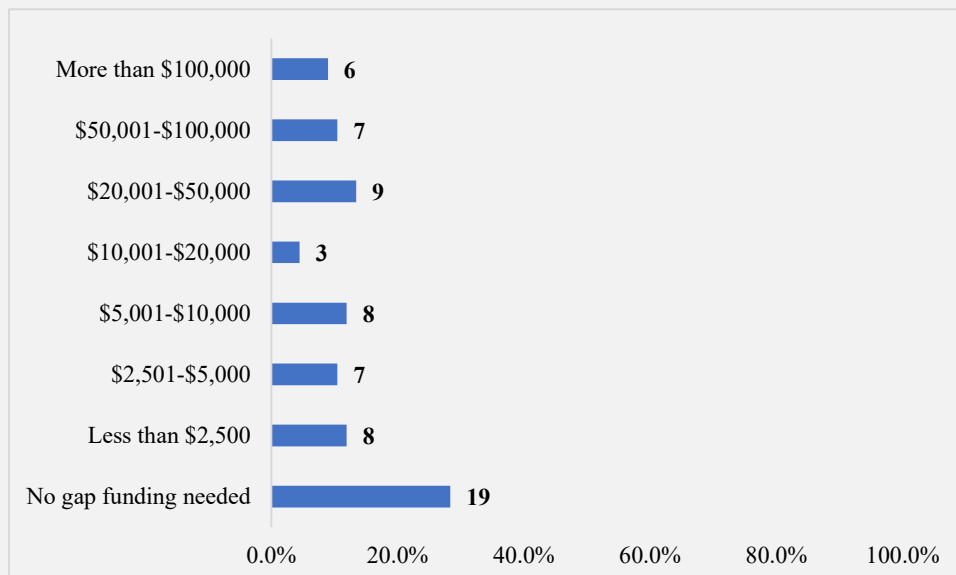
- Slightly more than half (55.1%) of respondents reported that they do not have an online sales component. 31.9% of respondents do have an online sales component and 13.0% stated that online sales were not applicable (n = 69).
- The average amount of revenue generated from online sales before COVID-19 was 29.32% (n = 19); whereas, the average amount of revenue generated from online sales now is 52.71% (n = 17), indicating a 23.39% increase.



- Participants were asked about revenue changes since March 2020 due to COVID-19. The majority (76.5%) of participants reported a revenue decrease, 14.7% of respondents reported that revenue stayed the same and 8.8% of respondents reported a revenue increase (n = 68).

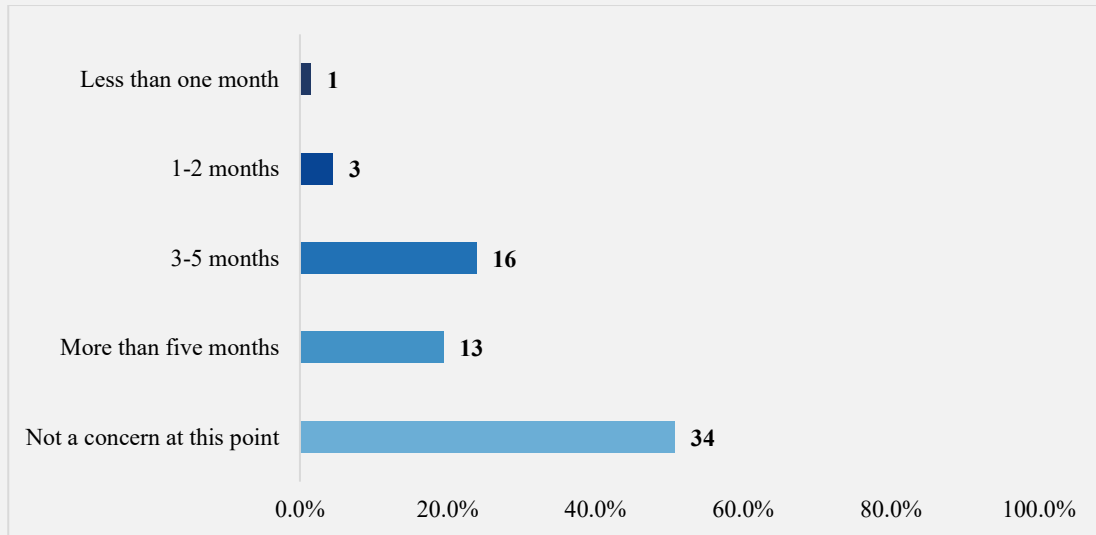


- Respondents most commonly (28.5%) reported that no gap funding was needed to stay afloat through June 1, 2020. For participants who need gap funding, 11.9% need less than \$2,500, 10.6% need \$2,501-\$5,000, 11.9% need \$5,001-\$10,000, 4.6% need \$10,001-\$20,000, 13.4% need \$20,001-\$50,000, 10.1% need \$50,001-\$100,000, and 9.0% need more than \$100,000 (n = 67).

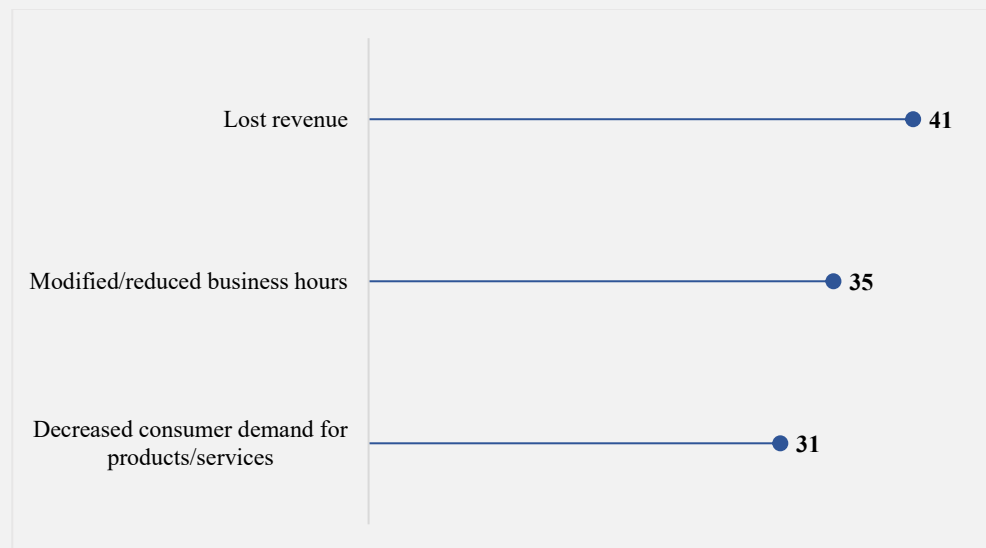




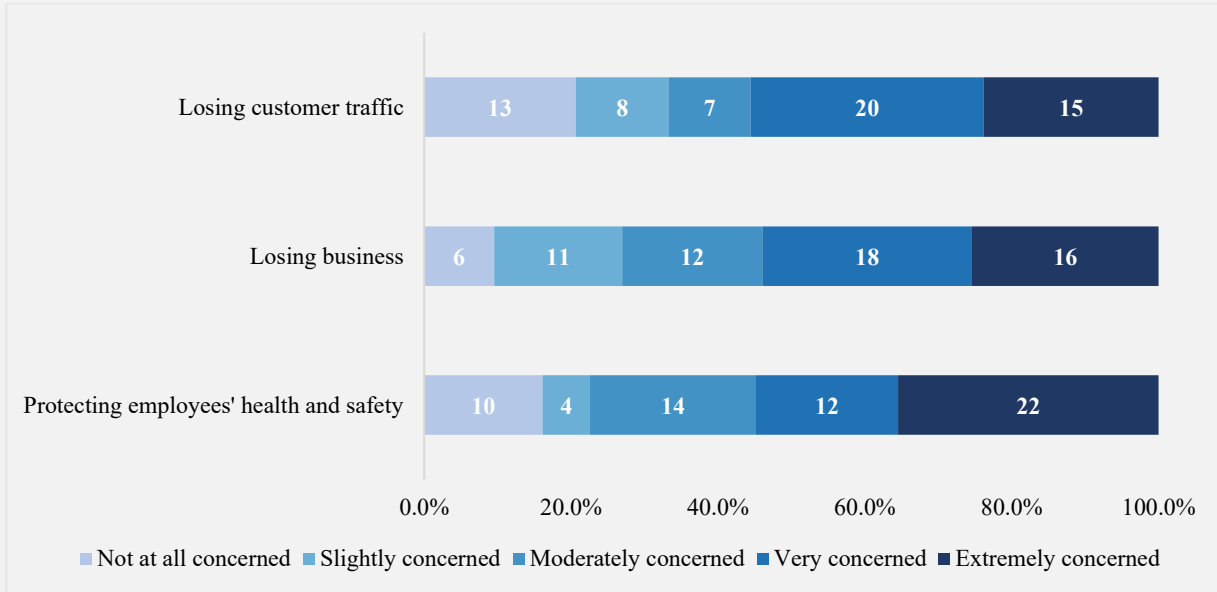
- Participants were asked, “if disruption were to continue at the current rate how soon will your business be at risk of closing permanently?” 50.7% of respondents reported that closing permanently is not a concern at this point, 19.4% indicated that their business would be at risk of closing after 5 months, 23.9% indicated 3-5 months, 4.5% indicated 1-2 months, and 1.5% indicated less than one month (n = 67).



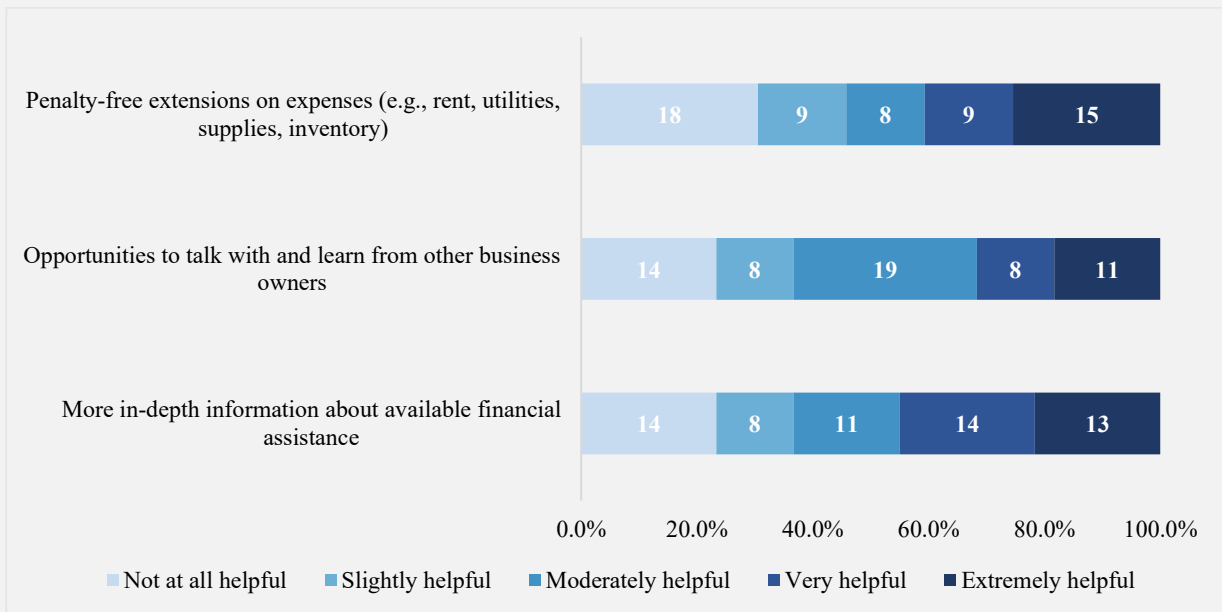
- When asked how COVID-19 has affected their business or organization, respondents most frequently reported revenue losses (n = 41), modification/reductions of business hours (n = 35), and decreased consumer demand for products/services (n = 31).



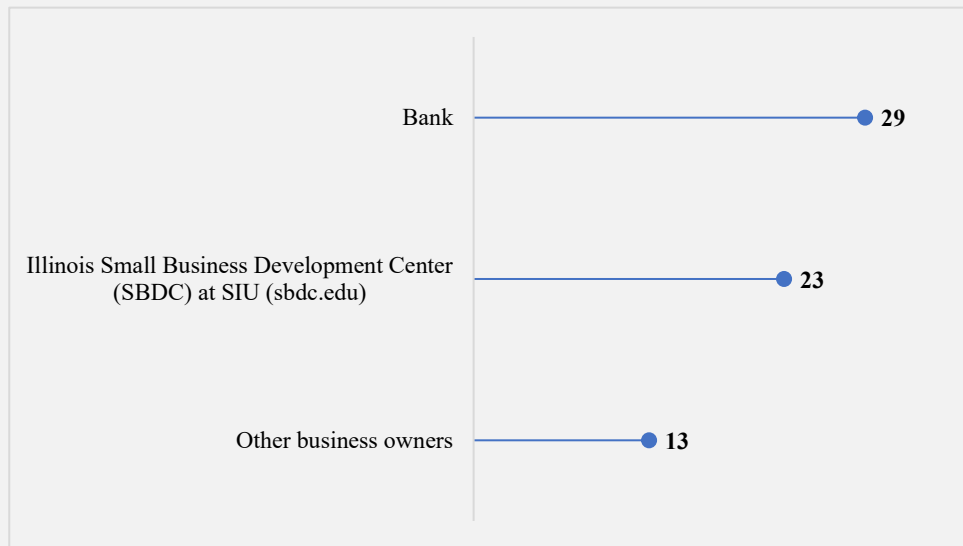
- Participants reported the extent to which they were concerned about several outcomes due to COVID-19 on a 1 (*Not at all concerned*) to 5 (*Extremely concerned*) rating scale. The top three responses with the highest average concern rating were: protecting employees' health and safety ( $M = 3.52$ ;  $n = 62$ ), losing business ( $M = 3.43$ ;  $n = 63$ ), losing customer traffic ( $M = 3.25$ ;  $n = 63$ ).



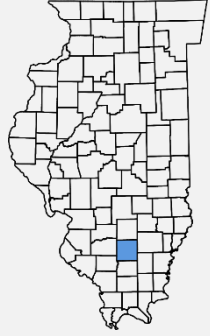
- Respondents reported the extent to which several forms of assistance would be helpful to them or their business using a 1 (*Not at all helpful*) to 5 (*Extremely helpful*) rating scale. The top three responses with the highest average helpfulness rating were: more in-depth information about available financial assistance ( $M = 3.07$ ;  $n = 60$ ), opportunities to talk with and learn from other business owners ( $M = 2.90$ ;  $n = 60$ ), and penalty-free extensions on expenses ( $M = 2.90$ ;  $n = 59$ ).



- Respondents were asked which local resources they have accessed for assistance during this time. The top three responses are reported below.



# JEFFERSON COUNTY: N = 10



## Ownership

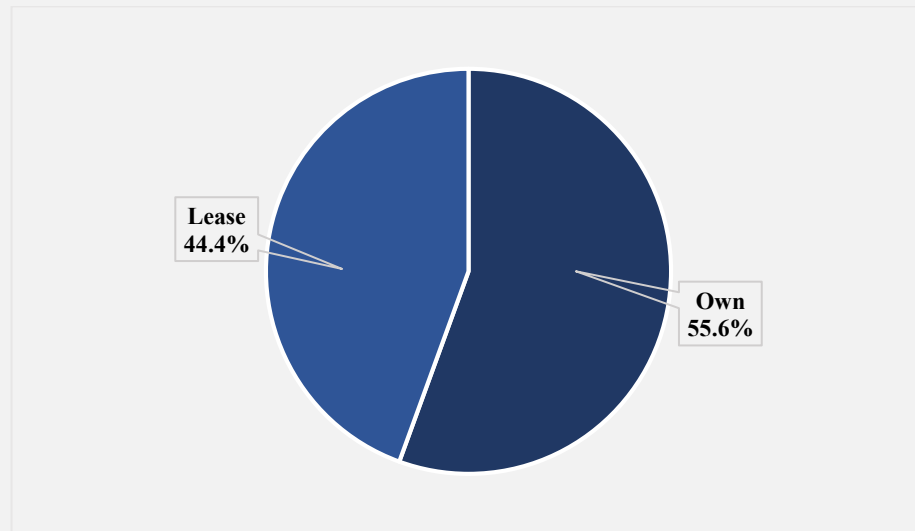
- Respondents were asked how they would characterize the ownership of their business. Most respondents reported that their business was locally owned (n = 5), followed by woman-owned (n = 2), other (e.g., non-profit; n = 2), and out-of-country-owned (n = 1).

## Length of Operation

- When asked about length of operation, 100.0% of business owners reported that they have been operating more than 10 years (n = 9).

## Workspace

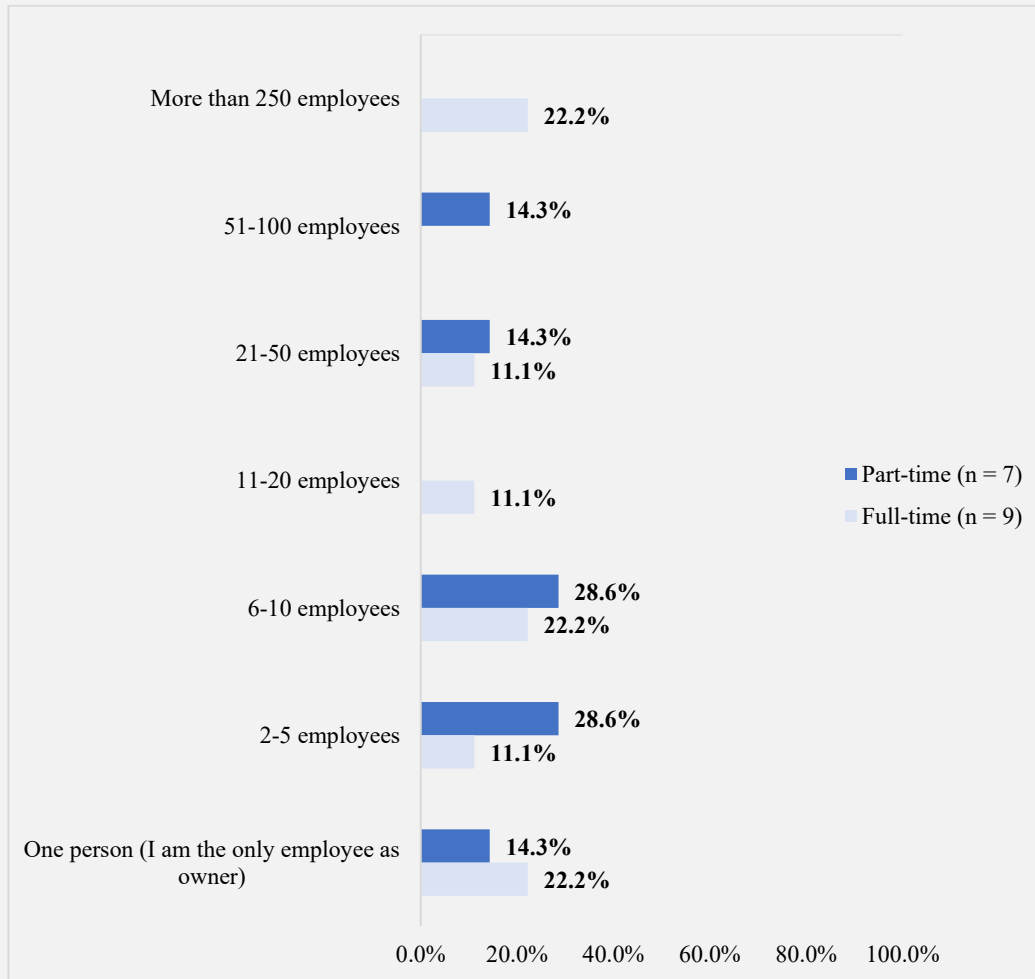
- The majority (55.6%) of respondents own their workspace and 44.4% lease their workspace (n = 9).



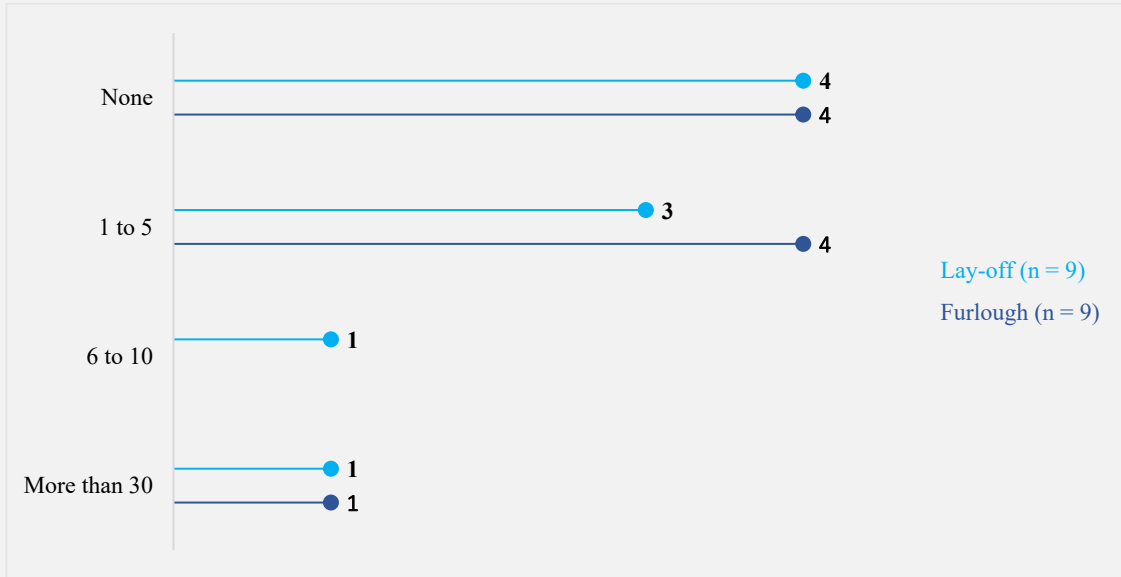
- Of respondents who lease their workspace (n = 4), 50.0% stated that they did not ask for rent relief and 50.0% stated that rent relief is not necessary at this time.

## Employees

- When respondents were asked how many full-time and part-time employees they have, the most frequently reported number of full-time employees was one person (I am the only employee as owner; 22.2%) and the most frequently reported number of part-time employees was 6-10 employees/2-5 employees (28.6%).



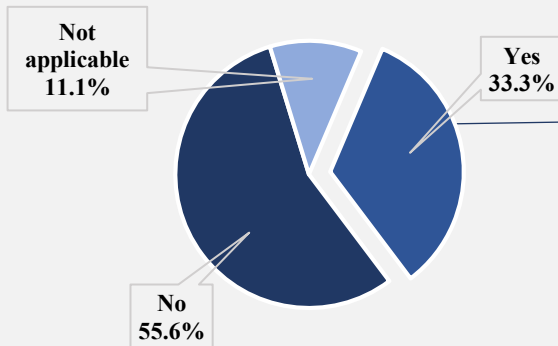
- Participants were asked how many employees they had to lay-off and furlough so far, as a result of COVID-19.
  - 44.4% did not have to lay off or furlough any employees, 33.3% laid off 1-5 employees, 44.4% furloughed 1-5 employees, 11.1% laid off 6-10 employees, and 11.1% laid off and furloughed more than 30 employees.



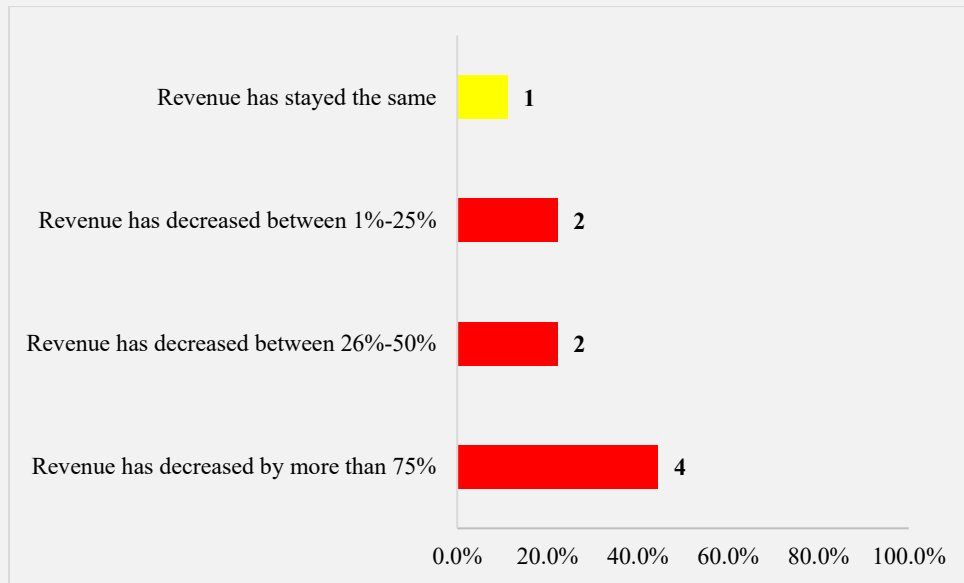
## Revenue

- Slightly more than half of respondents reported that they do not have an online sales component (55.6%). 33.3% of respondents do have an online sales component and 11.1% stated that online sales were not applicable (n = 9).
- The average amount of revenue generated from online sales before COVID-19 was 20.67% (n = 3); whereas, the average amount of revenue generated from online sales now is 7.00% (n = 3), indicating a 13.67% decrease.

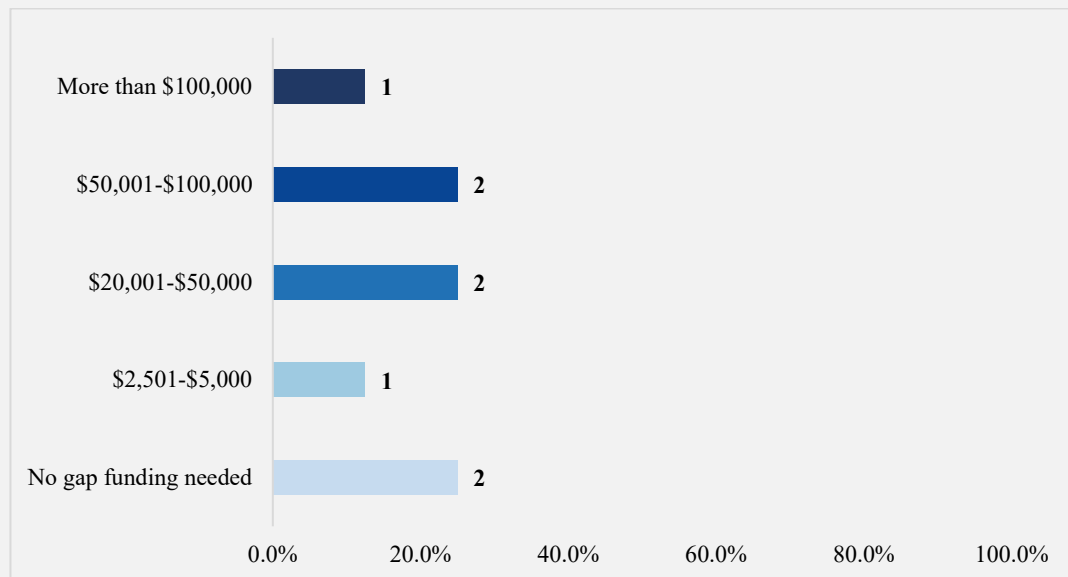
Do you have an online sales component?



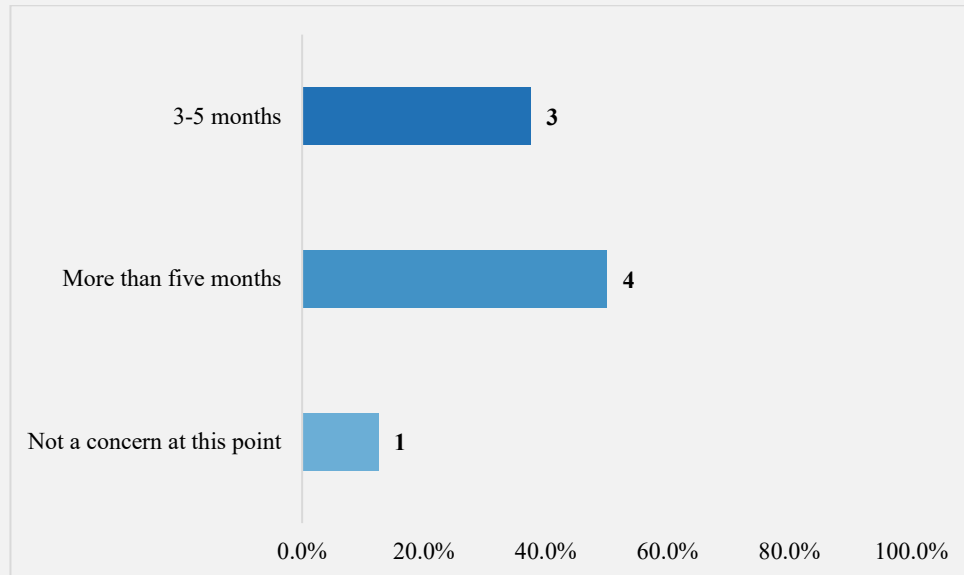
- Participants were asked about revenue changes since March 2020 due to COVID-19. The majority (88.9%) of participants reported a revenue decrease, the other 11.1% of respondents reported that revenue stayed the same (n = 9).



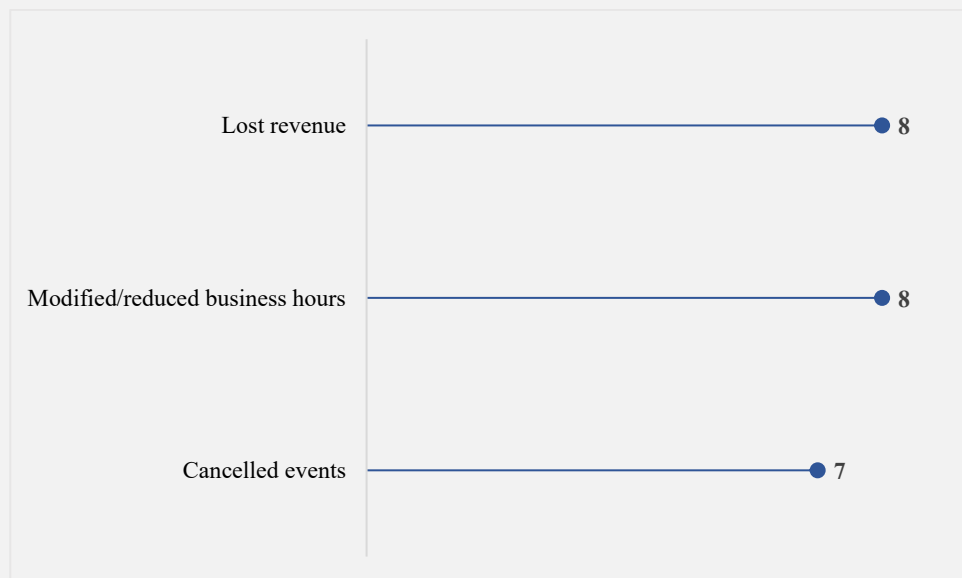
- Respondent reported the amount gap funding they would need to stay afloat through June 1, 2020. 25.0% of respondents do not need any gap funding, \$20,001-\$50,000 or \$50,001-\$100,000, and 12.5% need between \$2,501-\$5,000 or more than \$100,000 (n = 8).



- Participants were asked, “if disruption were to continue at the current rate how soon will your business be at risk of closing permanently?” Half (50.0%) of respondents indicated that their business would be at risk of closing after 5 months, 37.5% indicated 3-5 months, 12.5% indicated that closure is not a concern at this point (n = 8).

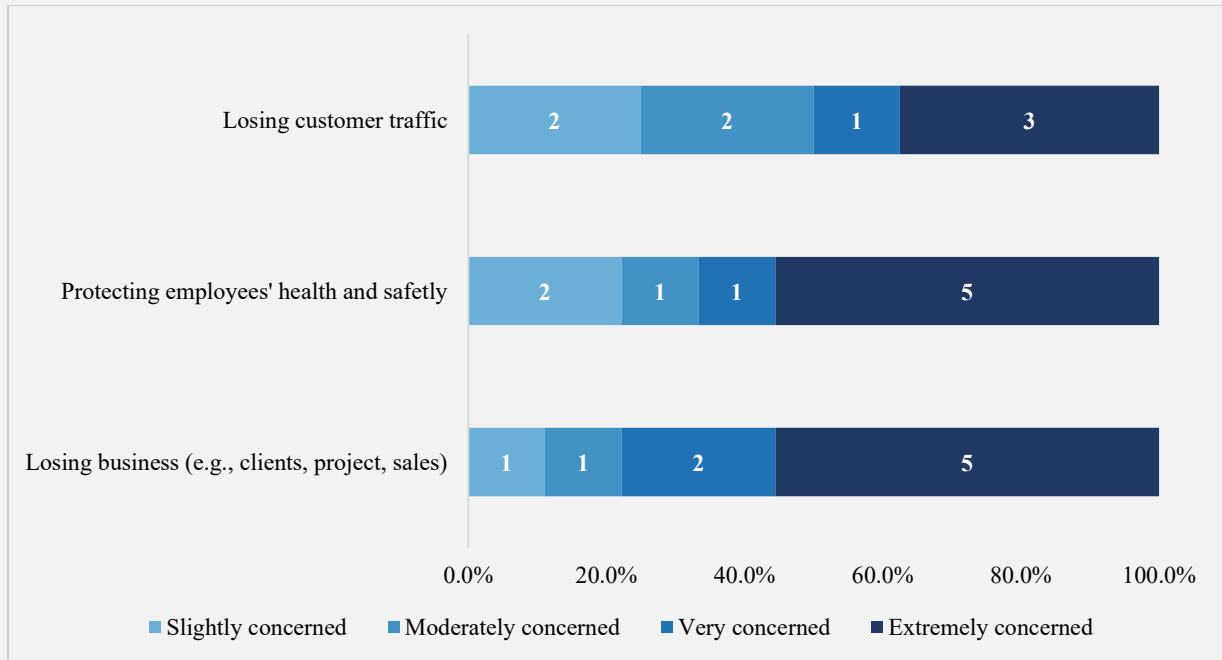


- When asked how COVID-19 has affected their business or organization, respondents most frequently reported revenue losses (n = 8), modification/reductions of business hours (n = 8), and cancelled events (n = 7).

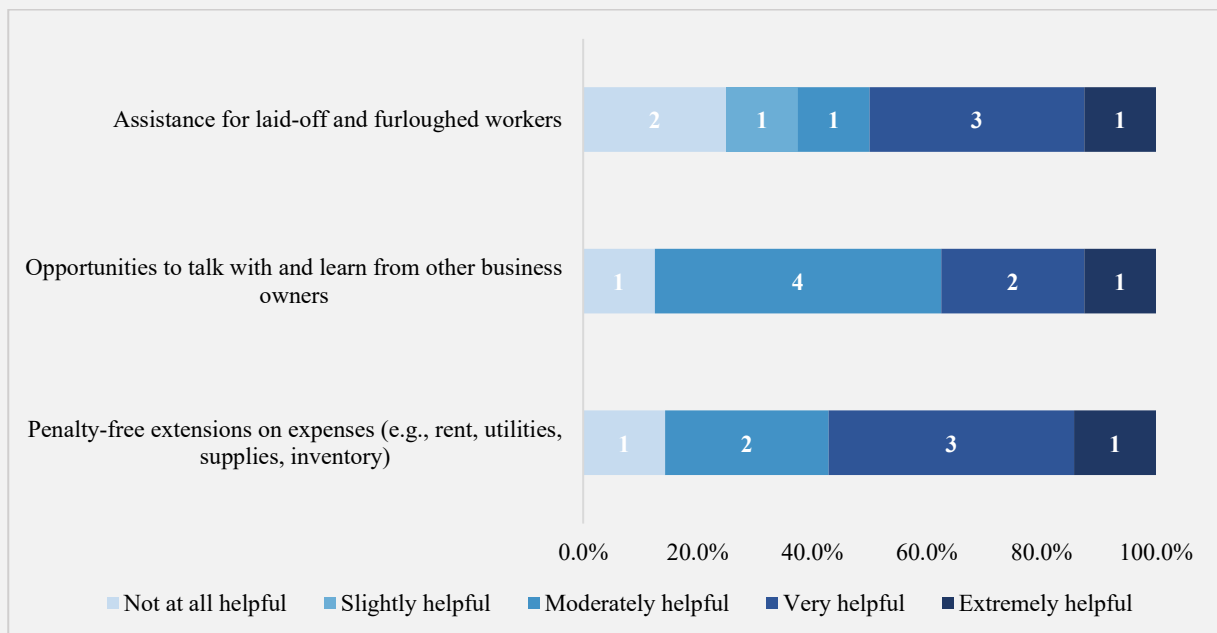




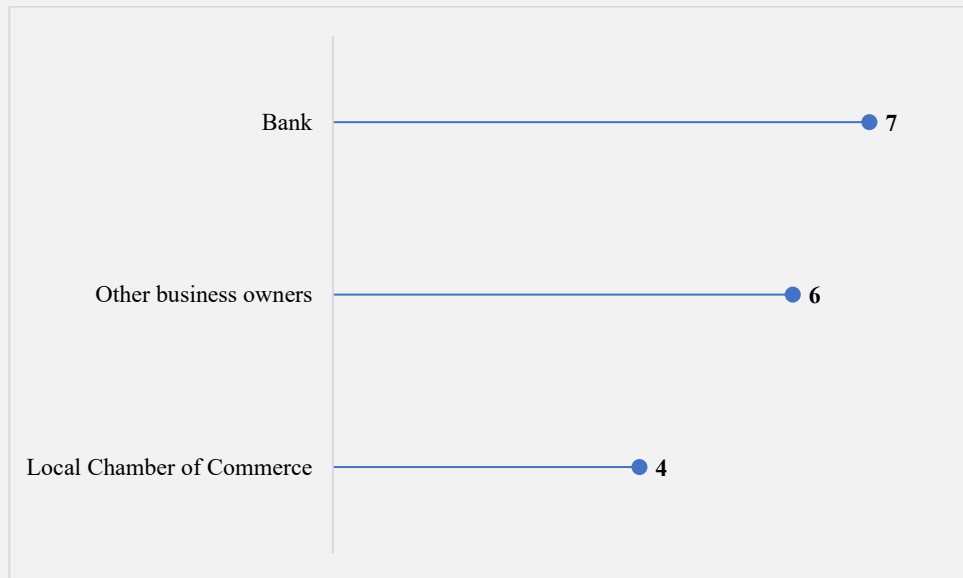
- Participants reported the extent to which they were concerned about several outcomes due to COVID-19 on a 1 (*Not at all concerned*) to 5 (*Extremely concerned*) rating scale. The top three responses with the highest average concern rating were: losing business ( $M = 4.22$ ;  $n = 9$ ), protecting employees' health and safety ( $M = 4.00$ ;  $n = 9$ ), and losing customer traffic ( $M = 3.63$ ;  $n = 8$ ).



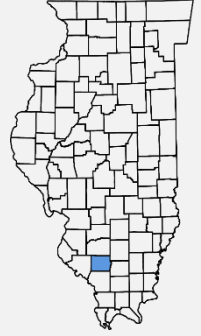
- Respondents reported the extent to which several forms of assistance would be helpful to them or their business using a 1 (*Not at all helpful*) to 5 (*Extremely helpful*) rating scale. The top three responses with the highest average helpfulness rating were: penalty-free extensions on expenses ( $M = 3.43$ ;  $n = 7$ ), opportunities to talk with and learn from other business owners ( $M = 2.65$ ;  $n = 8$ ) and assistance for laid-off and furloughed workers ( $M = 3.25$ ;  $n = 8$ ).



- Respondents were asked which local resources they accessed for assistance during this time. The top three responses are reported below.



# PERRY COUNTY: N = 22

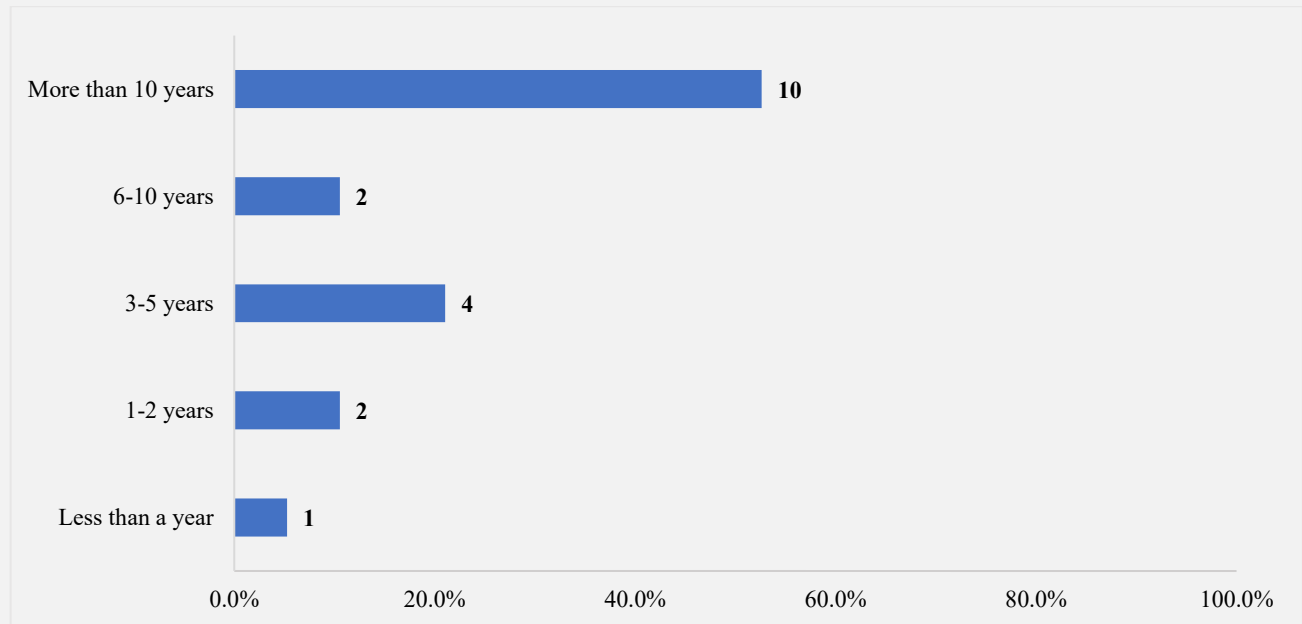


## Ownership

- Respondents were asked how they would characterize the ownership of their business. Most respondents reported that their business was locally owned (n = 13), followed by woman-owned (n = 8), out-of-state owned (n = 1), minority-owned (n = 1), and other (e.g., non-profit; n = 1).

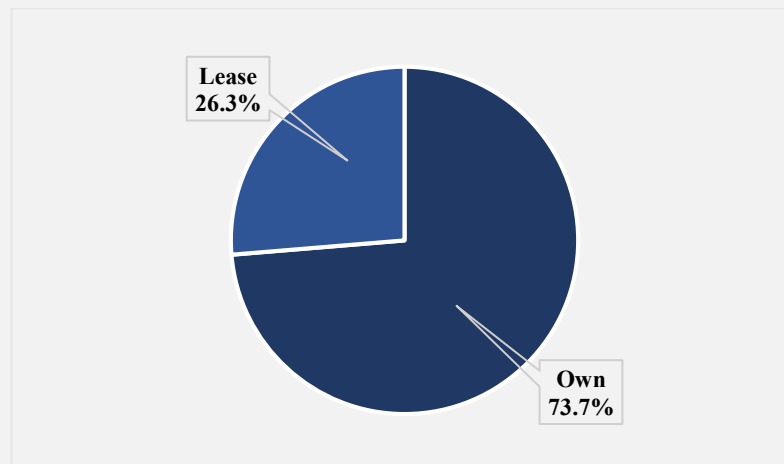
## Length of Operation

- When asked about length of operation, the majority (52.6%) of business owners reported that they have been operating more than 10 years. 10.5% have been operating 6-10 years, 21.1% 3-5 years, 10.5% 1-2 years, and 5.3% less than a year (n = 19).



## Workspace

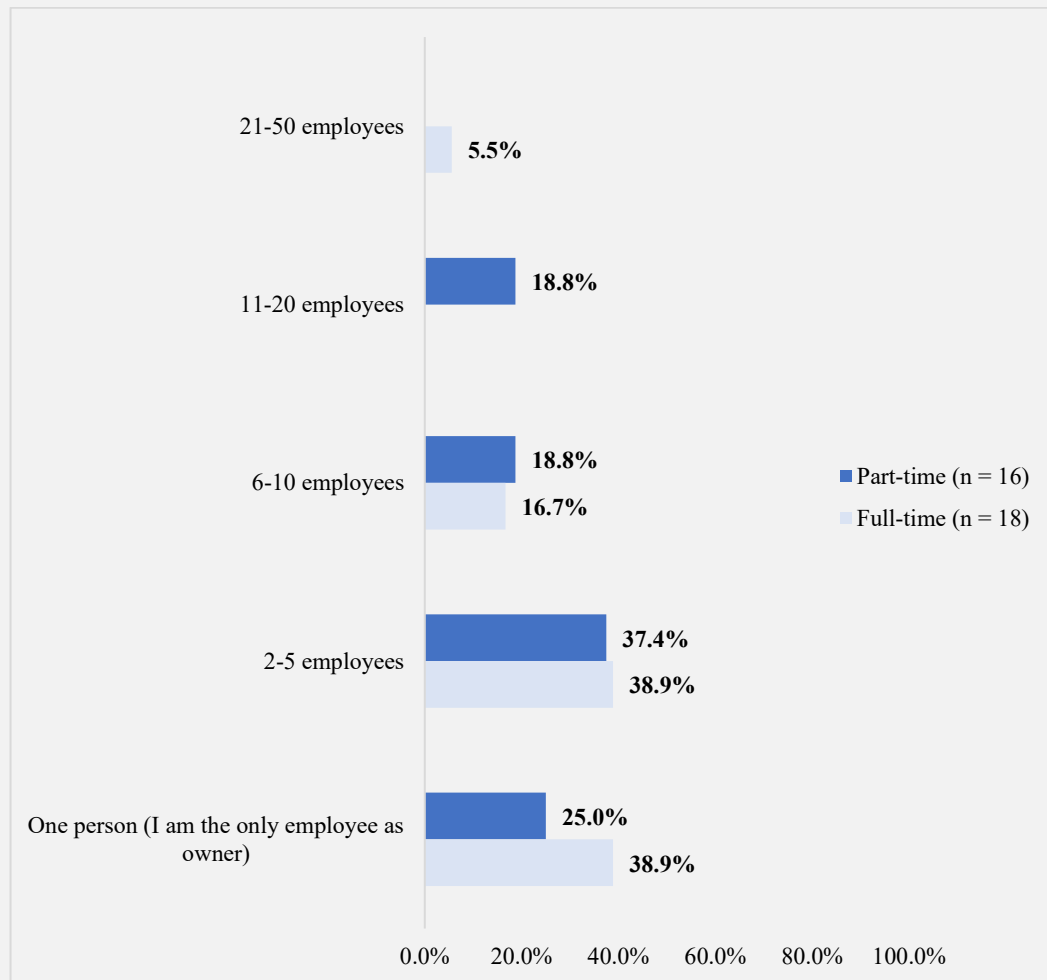
- The majority (73.7%) of respondents own their workspace and 26.3% lease their workspace (n = 19).



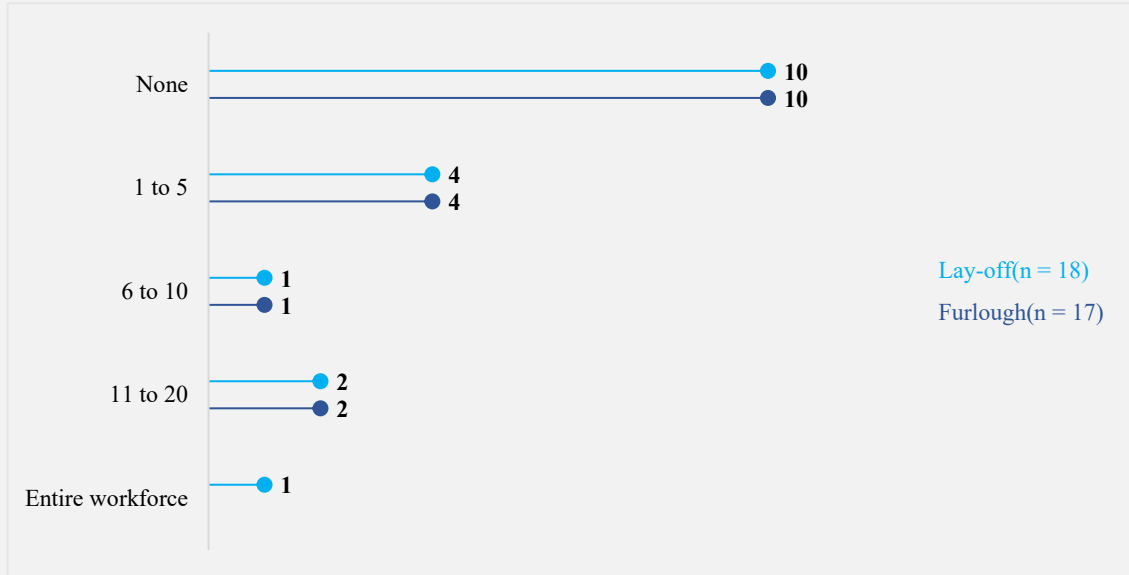
- Of respondents who lease their workspace (n = 4), 50.0% stated that rent relief is not necessary at this time, 25.0% did not ask for rent relief, and 25.0% are receiving rent relief.

## Employees

- When respondents were asked how many full-time and part-time employees they have, the most frequently (38.9%) reported number of full-time employees was one person (I am the only employee as owner) and 2-5 employees. The most frequently reported number of part-time employees was 2-5 employees (37.4%).



- Participants were asked how many employees they had to lay-off and furlough so far, as a result of COVID-19.
  - 55.6% did not have to lay off any employees, 22.1% laid off 1-5 employees, 5.6% laid off 6-10 employees, and 11.1% laid off and laid off 11-20 employees and 5.6% laid off the entire workforce.
  - 58.8% did not have to furlough any employees, 23.5% furloughed 1-5 employees, 5.9% furloughed 6-10 employees, and 11.8% furloughed 11-20 employees.



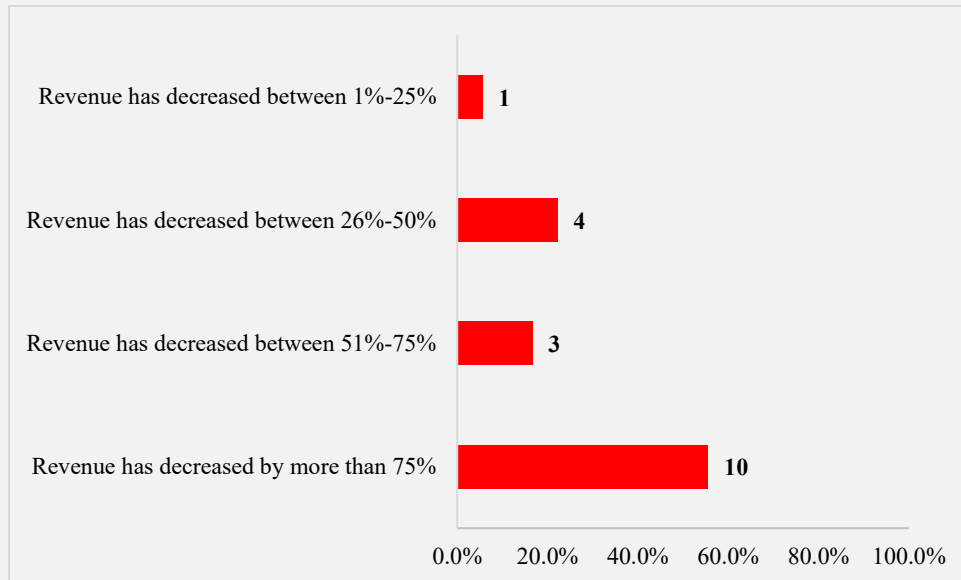
## Revenue

- More than half of respondents reported that they do not have an online sales component (63.2%). 21.0% of respondents do have an online sales component and 15.8% stated that online sales were not applicable (n = 19).
- The average amount of revenue generated from online sales before COVID-19 was 42.50% (n = 4); whereas, the average amount of revenue generated from online sales now is 68.75% (n = 4), indicating a 26.25% increase.

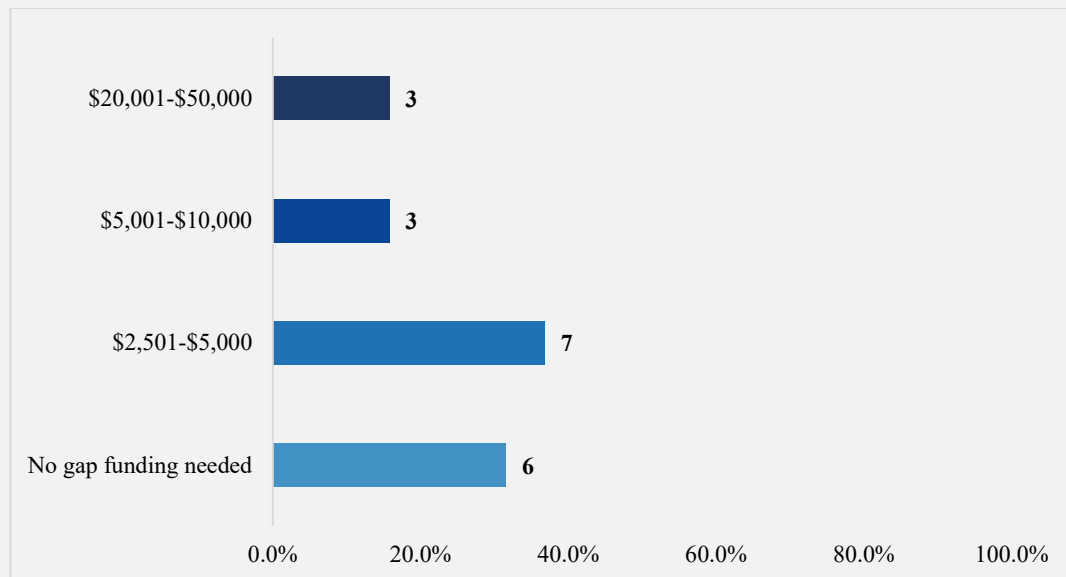
Do you have an online sales component?



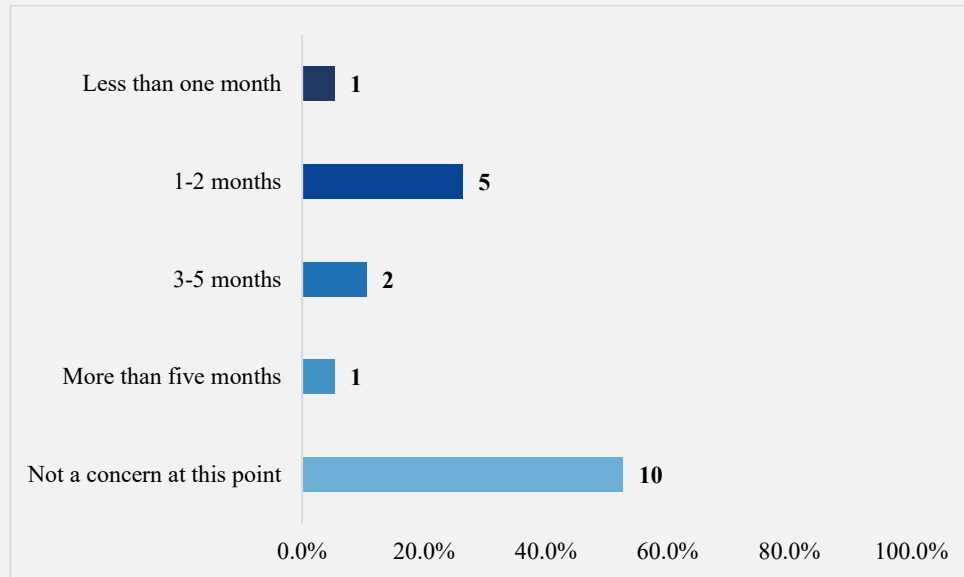
- Participants were asked about revenue changes since March 2020 due to COVID-19. All (100.0%) of participants reported a revenue decrease (n = 18).



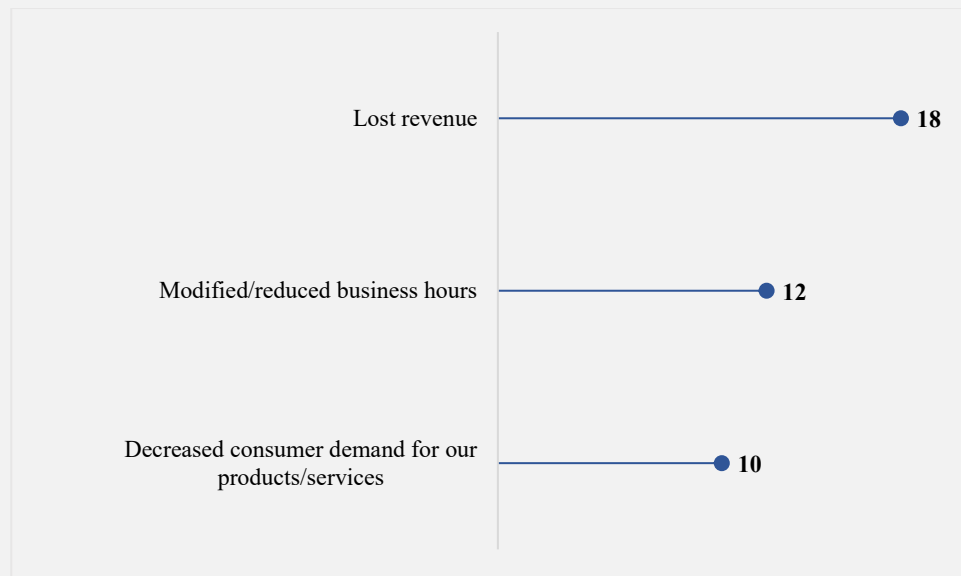
- Respondent reported the amount gap funding they would need to stay afloat through June 1, 2020. 31.6% of respondents reported not needing any funding, 36.8% of respondents need between \$2,501-\$5,000 and 15.8% of respondents need \$5,001-\$10,000 and \$20,001-\$50,000 (n = 19).



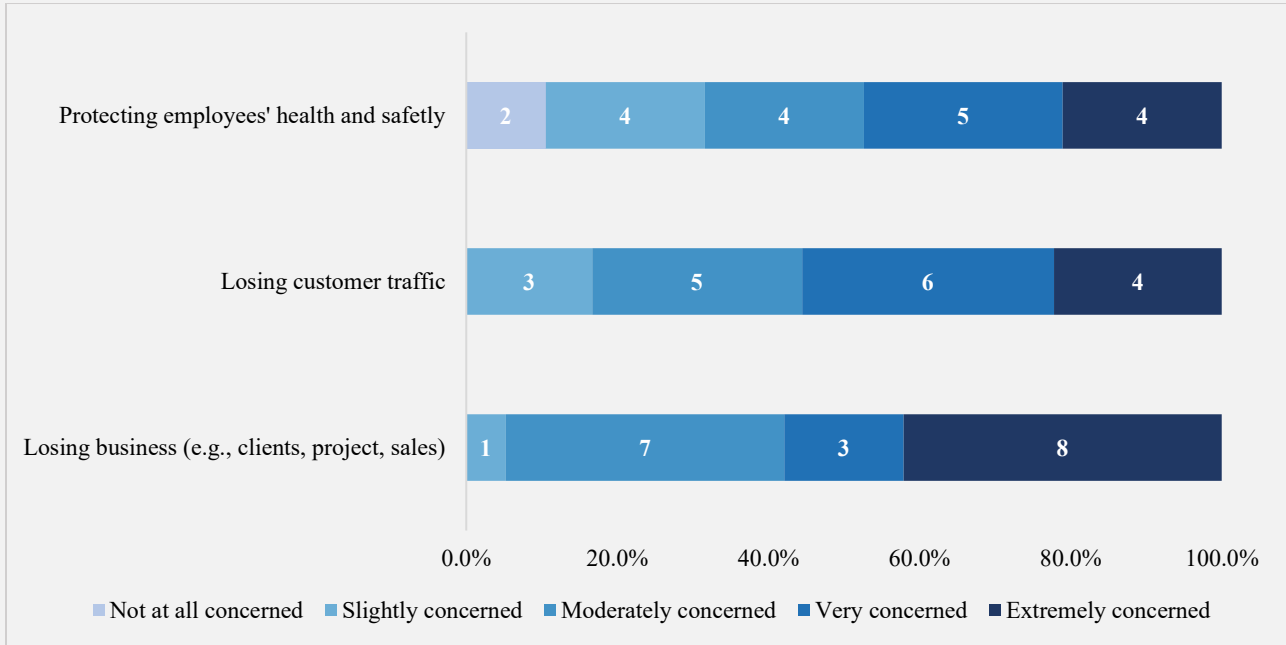
- Participants were asked, “if disruption were to continue at the current rate how soon will your business be at risk of closing permanently?” The majority (52.6%) of respondents reported that closing permanently is not a concern at this point, 5.3% indicated that their business would be at risk of closing after 5 months, 10.5% indicated 3-5 months, 26.3% indicated 1-2 months, and 5.3% indicated less than one month (n = 19).



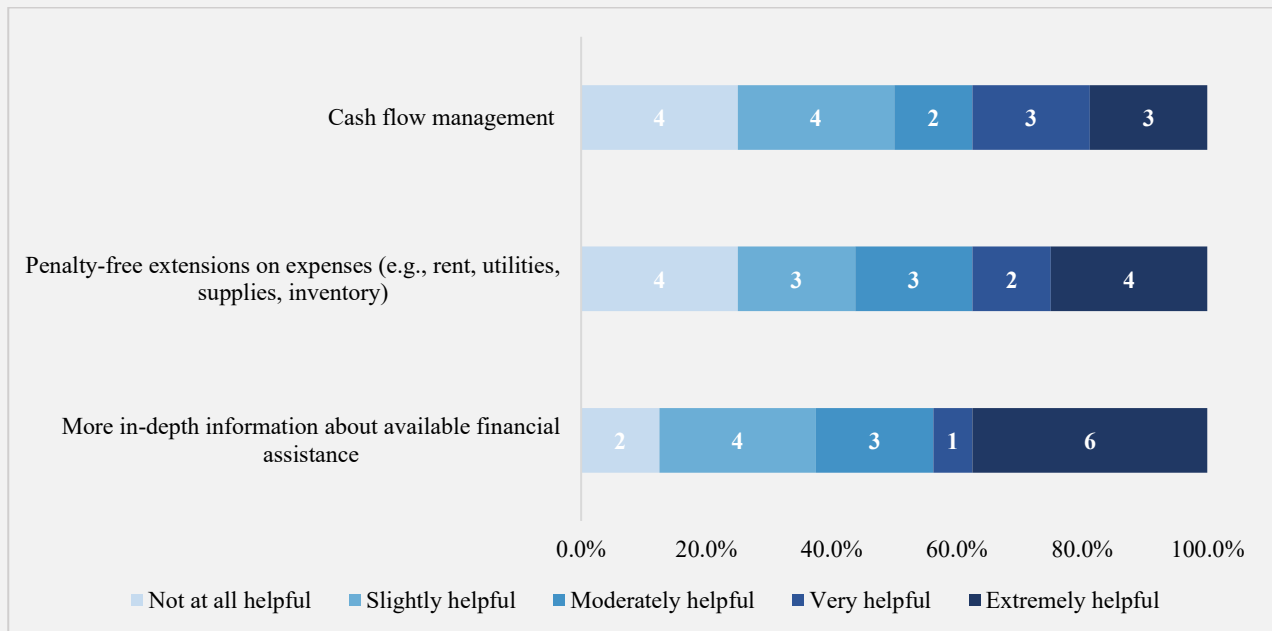
- When asked how COVID-19 has affected their business or organization, respondents most frequently reported revenue losses (n = 18), modification/reductions of business hours (n = 12), and decreased consumer demand for product/services (n = 10).



- Participants reported the extent to which they were concerned about several outcomes due to COVID-19 on a 1 (*Not at all concerned*) to 5 (*Extremely concerned*) rating scale. The top three responses with the highest average concern rating were: losing business ( $M = 3.95$ ;  $n = 19$ ), losing customer traffic ( $M = 3.61$ ;  $n = 18$ ), and protecting employees' health and safety ( $M = 3.26$ ;  $n = 19$ ).

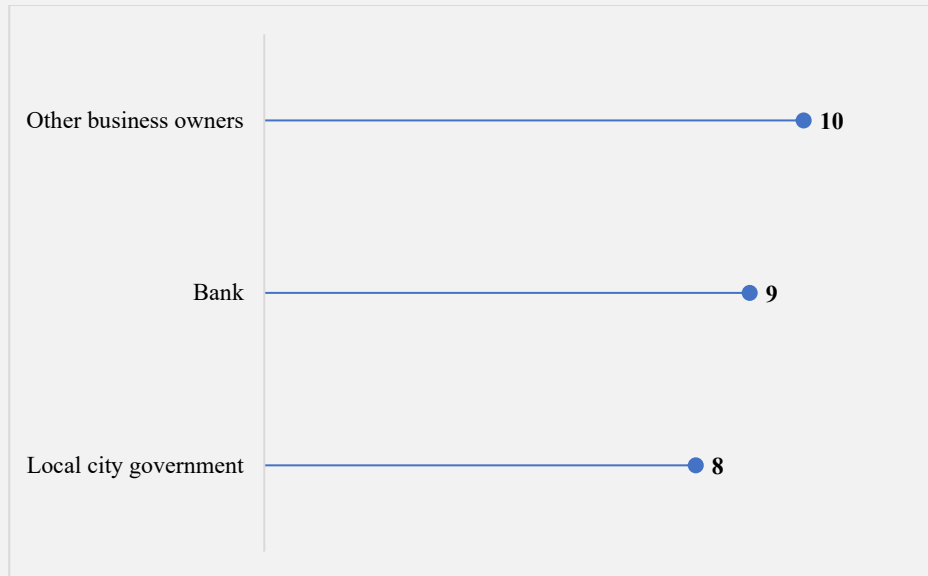


- Respondents reported the extent to which several forms of assistance would be helpful to them or their business using a 1 (*Not at all helpful*) to 5 (*Extremely helpful*) rating scale. The top three responses with the highest average helpfulness rating were: more in-depth information about available financial assistance ( $M = 3.31$ ;  $n = 16$ ), penalty-free extensions on expenses ( $M = 2.94$ ;  $n = 16$ ), and cash flow management ( $M = 2.81$ ;  $n = 16$ ).





- Respondents were asked which local resources they accessed for assistance during this time. The top three responses are reported below.

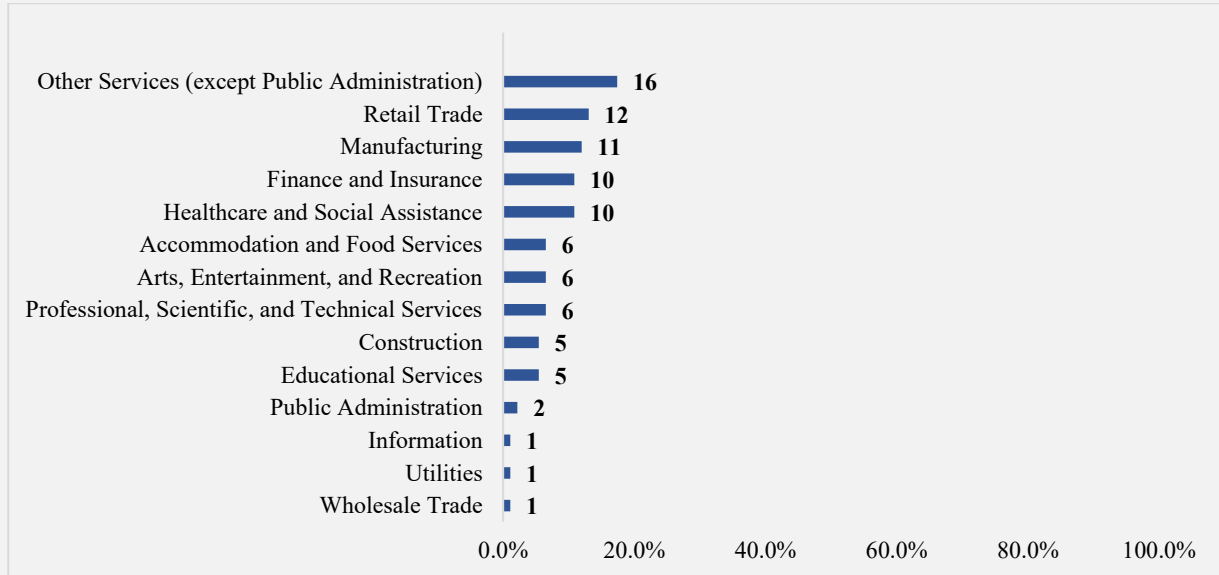


# WILLIAMSON COUNTY: N = 97



## Breakdown by Industry

- The most commonly reported industry was Other Services (except Public Administration) (17.4%), followed by Retail Trade (13.0%), Manufacturing (12.0%), Finance and Insurance (10.9%), and Healthcare and Social Assistance (10.9%; n = 92).

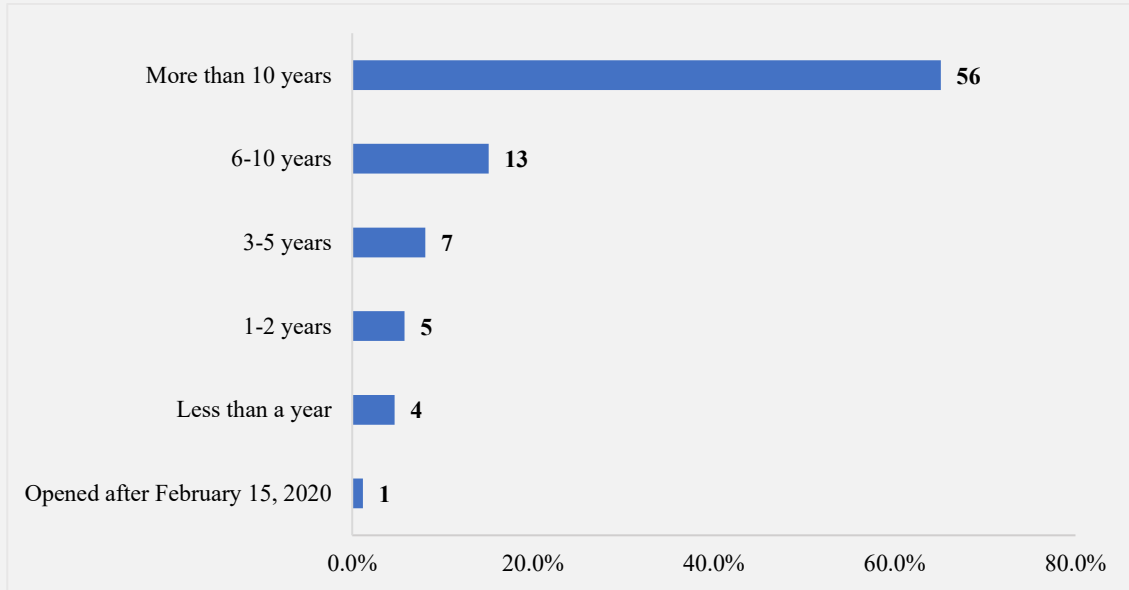


## Ownership

- Respondents were asked how they would characterize the ownership of their business. Most respondents reported that their business was locally owned (n = 64), followed by woman-owned (n = 21), other (e.g., non-profit; n = 11), out-of-state-owned (n = 5), veteran-owned (n = 3), out-of-country-owned (n = 3), and minority-owned (n = 2).

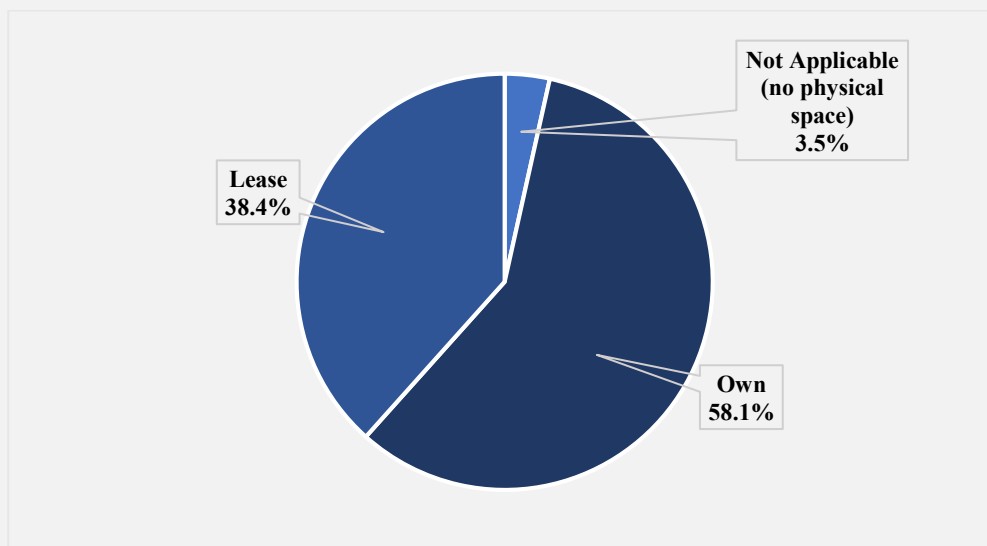
## Length of Operation

- When asked about length of operation, the majority (65.1%) of business owners reported that they have been operating more than 10 years. 15.1% have been operating 6-10 years, 8.1% 3-5 years, 5.8% 1-2 years, 4.7% less than a year, and 1.2% opened after February 15, 2020 (n = 86).



## Workspace

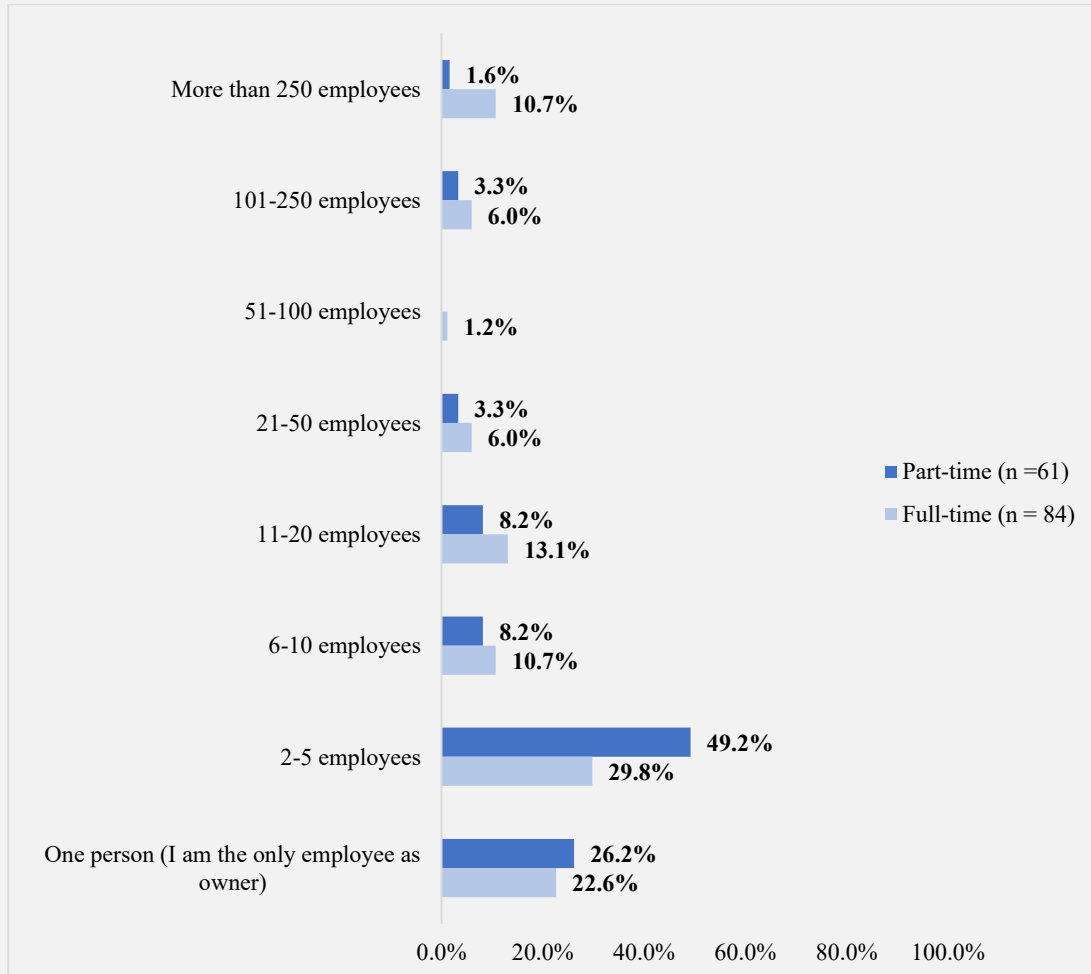
- Most respondents (58.1%) own their workspace, 38.4% lease their workspace and 3.5% stated that they do not have a physical workspace (n = 86).



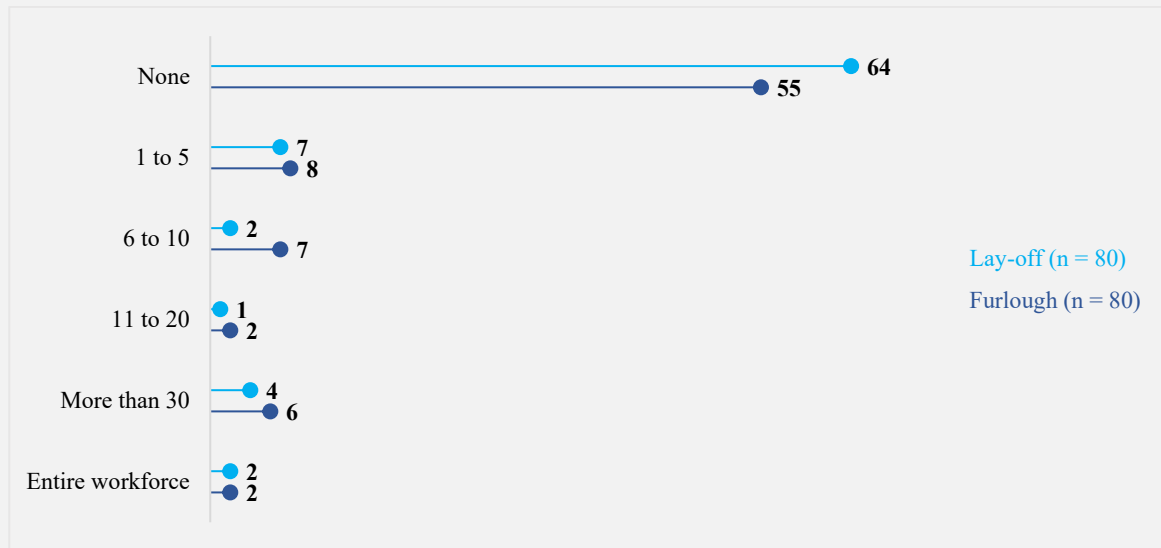
- Of respondents who lease their workspace (n = 33), 45.4% stated that they did not ask for rent relief, 18.2% stated that rent relief is not necessary at this time, 30.3% indicated that they received rent relief, finally 6.1% stated that they asked but did not receive rent relief.

## Employees

- When respondents were asked how many full-time and part-time employees they have, the most frequently reported number of full-time (29.8%) and part-time (49.2%) employees was 2-5 employees.



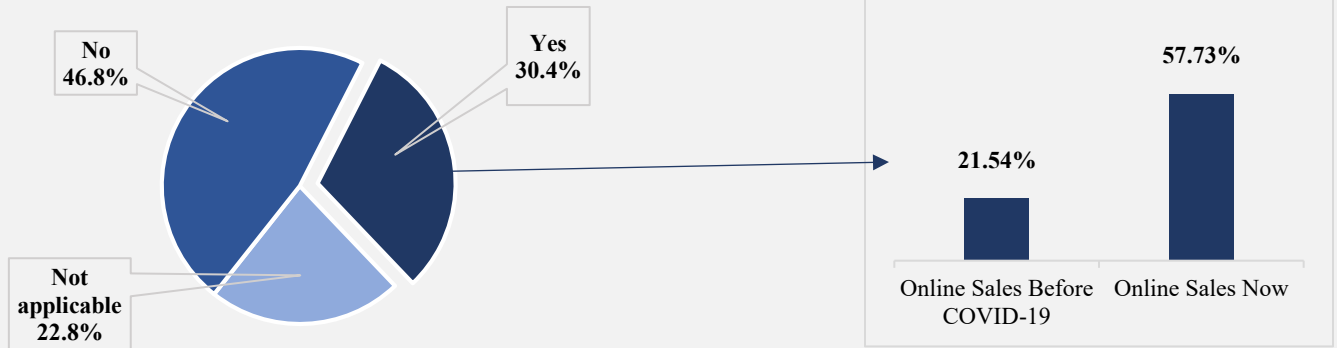
- Participants were asked how many employees they had to lay-off and furlough so far, as a result of COVID-19.
  - 80.0% did not have to lay off anyone, 8.8% laid off 1-5 employees, 2.5% laid off 6-10 employees, 1.2% laid off 11-20 employees, 5.0% laid off more than 30 employees, and 2.5% laid off the entire workforce.
  - 68.8% did not have to furlough anyone, 10.0% furloughed 1-5 employees, 8.7% furloughed 6-10 employees, 2.5% furloughed 11-20 employees, 7.5% furloughed more than 30 employees, and 2.5% furloughed the entire workforce.



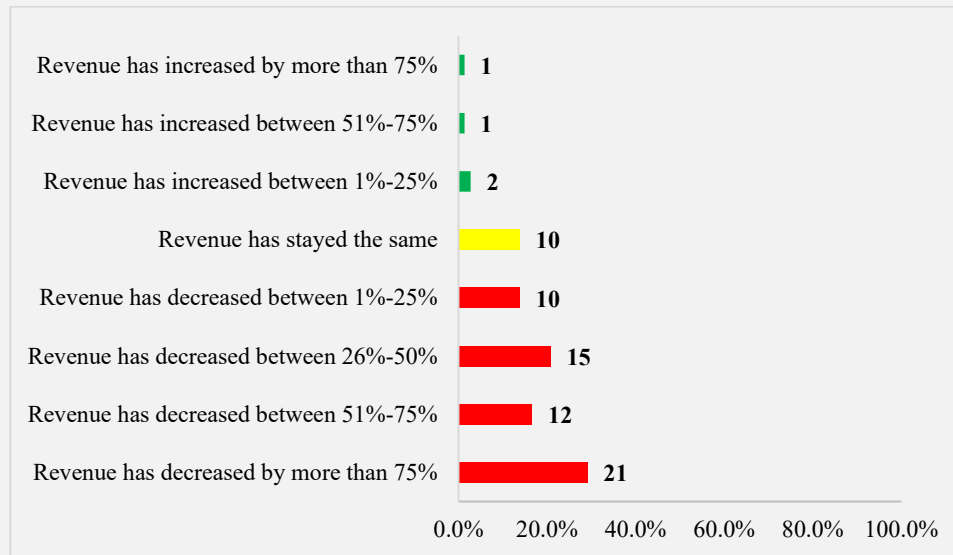
## Revenue

- Slightly less than half of respondents reported that they do not have an online sales component (46.8%). 30.4% of respondents do have an online sales component and 22.8% stated that online sales were not applicable (n = 79).
- The average amount of revenue generated from online sales before COVID-19 was 21.54% (n = 24); whereas, the average amount of revenue generated from online sales now is 57.73% (n = 22), indicating a 30.19% increase.

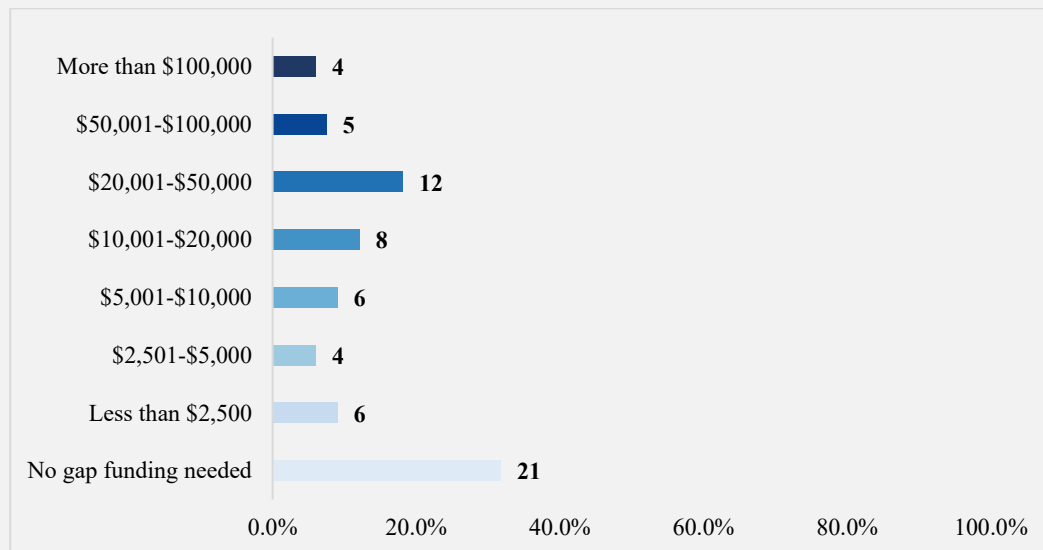
### Do you have an online sales component?



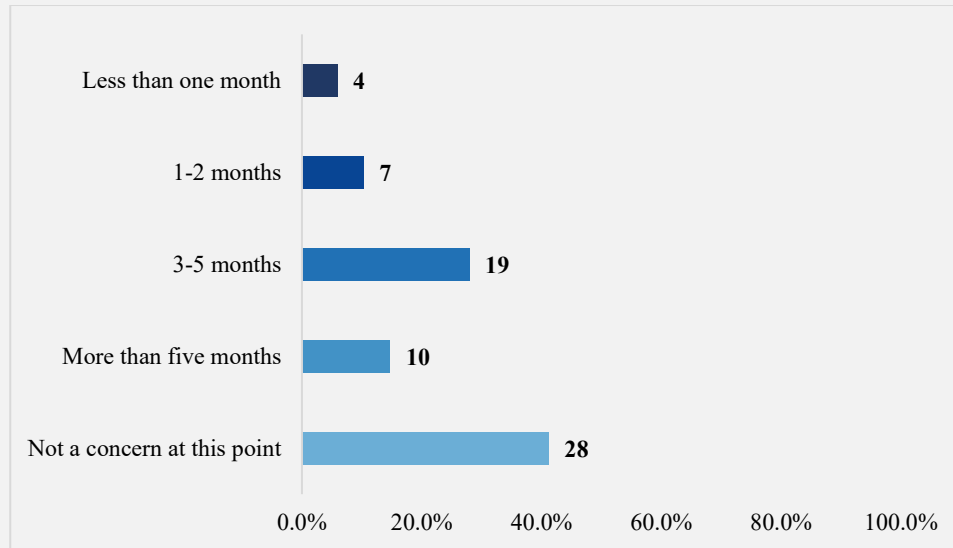
- Participants were asked about revenue changes since March 2020 due to COVID-19. The majority (80.5%) of participants reported a revenue decrease, 13.9% of respondents reported that revenue stayed the same and 5.6% of respondents reported a revenue increase (n = 72).



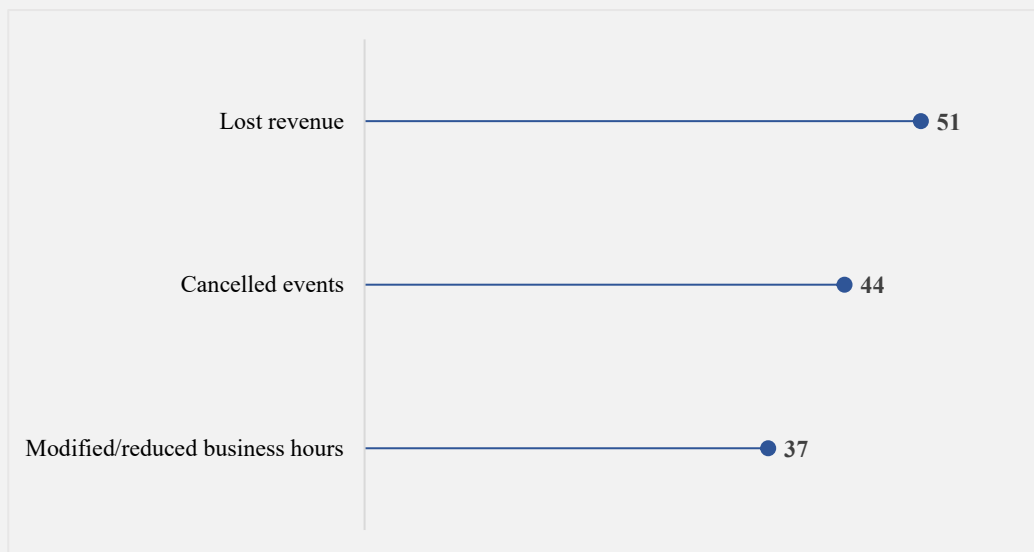
- Respondents most commonly (31.7%) reported that no gap funding was needed to stay afloat through June 1, 2020. For participants who need gap funding, 9.1% need less than \$2,500, 6.1% need \$2,501-\$5,000, 9.1% need \$5,001-\$10,000, 12.1% need \$10,001-\$20,000, 18.2% need \$20,001-\$50,000, 7.6% need \$50,001-\$100,000, and 6.1% need more than \$100,000 (n = 66).



- Participants were asked, “if disruption were to continue at the current rate how soon will your business be at risk of closing permanently?” 41.2% of respondents reported that closing permanently is not a concern at this point, 14.7% indicated that their business would be at risk of closing after 5 months, 27.9% indicated 3-5 months, 10.3% indicated 1-2 months, and 5.9% indicated less than one month (n = 68).

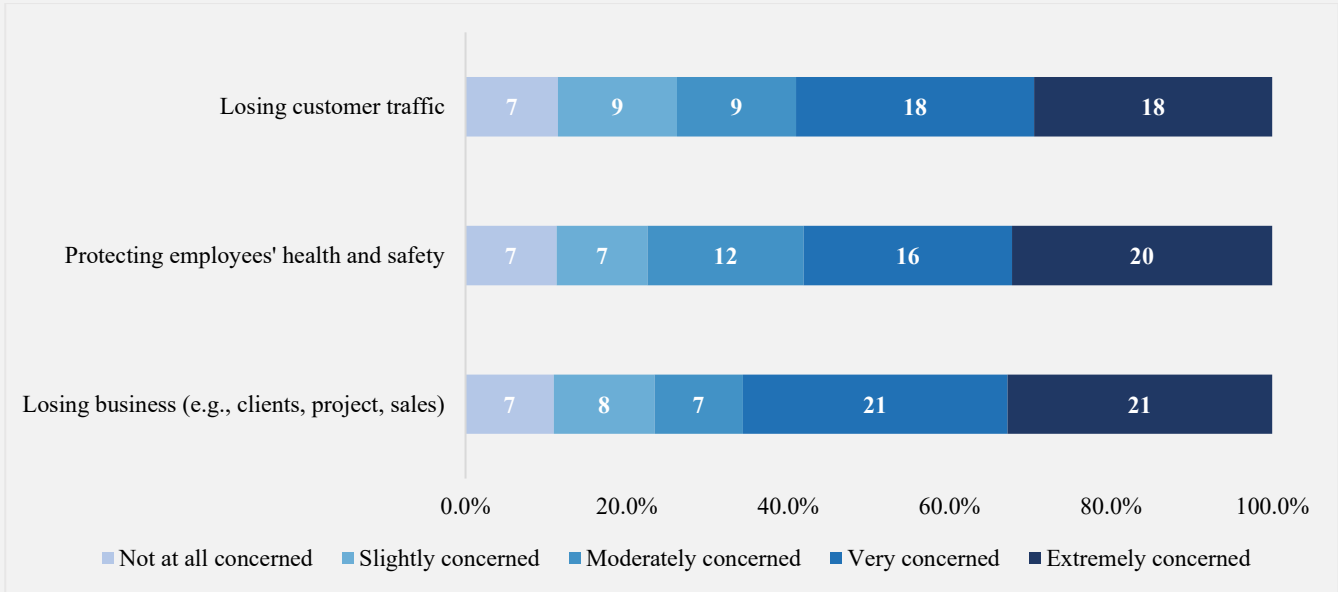


- When asked how COVID-19 has affected their business or organization, respondents most frequently reported revenue losses (n = 51), cancelled events (n = 44), and modification/reduction of business hours (n = 37).

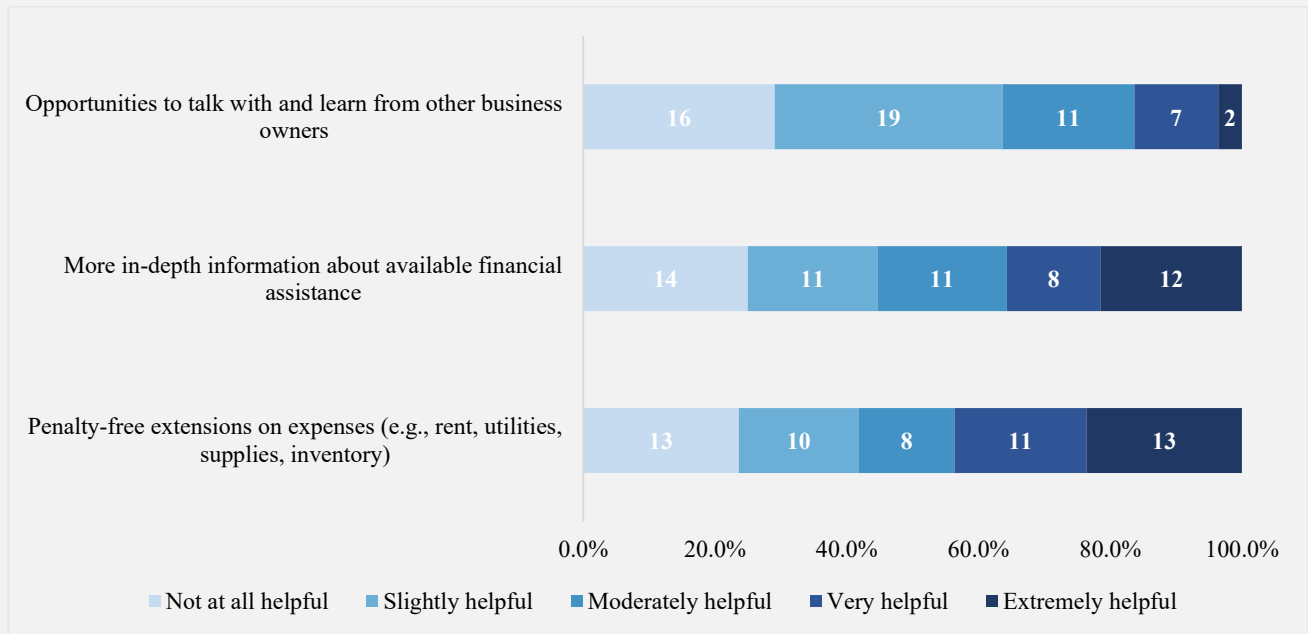




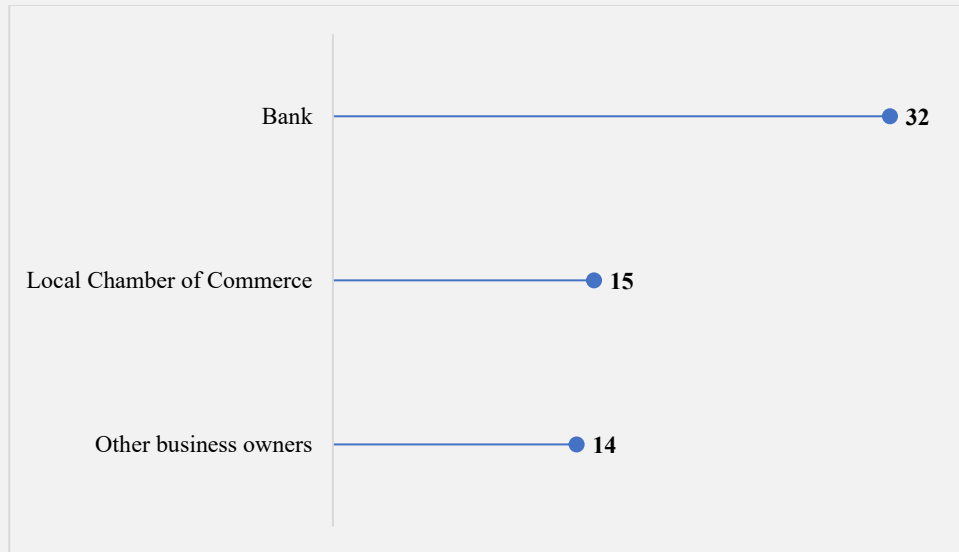
- Participants reported the extent to which they were concerned about several outcomes due to COVID-19 on a 1 (*Not at all concerned*) to 5 (*Extremely concerned*) rating scale. The top three responses with the highest average concern rating were: losing business ( $M = 3.64$ ;  $n = 64$ ), protecting employees' health and safety ( $M = 3.56$ ;  $n = 62$ ), and losing customer traffic ( $M = 3.51$ ;  $n = 61$ )



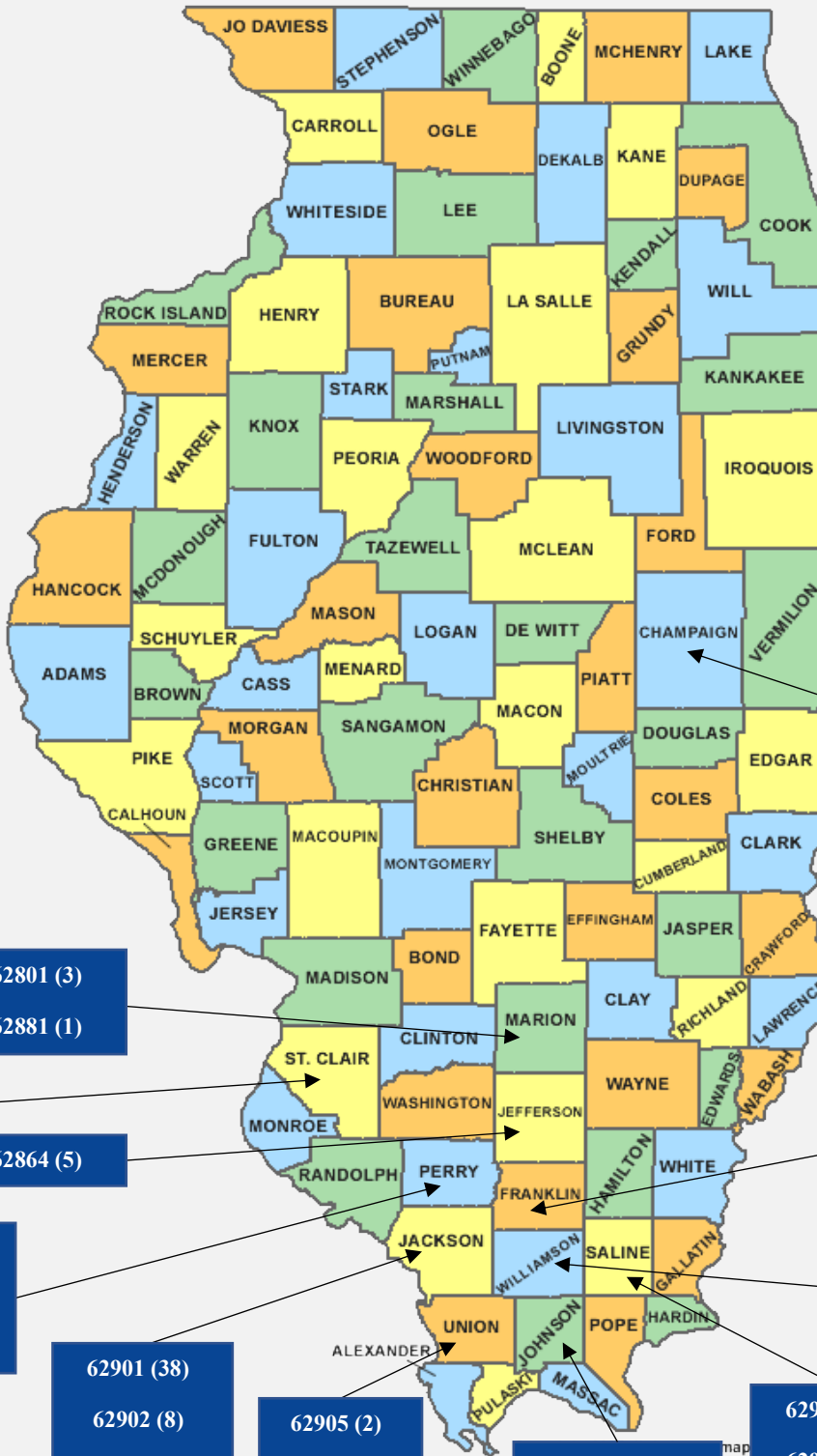
- Respondents reported the extent to which several forms of assistance would be helpful to them or their business using a 1 (*Not at all helpful*) to 5 (*Extremely helpful*) rating scale. The top three responses with the highest average helpfulness rating were: penalty-free extensions on expenses ( $M = 3.02$ ;  $n = 55$ ), more in-depth information about available financial assistance ( $M = 2.88$ ;  $n = 56$ ), and opportunities to talk with and learn from other business owners ( $M = 2.27$ ;  $n = 55$ ).



- Respondents were asked which local resources they have accessed for assistance during this time. The top three responses are reported below.



# ZIP CODES BY COUNTY



Zip code	Frequency	County
61820	1	Champaign
62812	3	Franklin
62822	2	Franklin
62865	1	Franklin
62884	3	Franklin
62896	4	Franklin
62901	38	Jackson
62902	8	Jackson
62903	11	Jackson
62958	3	Jackson
62966	13	Jackson
62864	5	Jefferson
62939	2	Johnson
62801	3	Marion
62881	1	Marion
62274	7	Perry
62832	10	Perry
62888	1	Perry
62223	2	Saint Clair
62917	1	Saline
62946	2	Saline
62905	2	Union
62906	1	Union
62918	22	Williamson
62933	2	Williamson
62948	12	Williamson
62959	51	Williamson

- 61820 (1)
- 62801 (3)
- 62881 (1)
- 62223 (2)
- 62864 (5)
- 62274 (7)
- 62832 (10)
- 62888 (1)
- 62901 (38)
- 62902 (8)
- 62903 (11)
- 62958 (3)
- 62966 (13)
- 62905 (2)
- 62906 (1)
- 62939 (2)
- 62946 (2)
- 62917 (1)
- 62918 (22)
- 62933 (2)
- 62948 (12)
- 62959 (51)
- 62822 (2)
- 62865 (1)
- 62884 (3)
- 62896 (4)

## QUALITATIVE QUESTION

Is there anything else that would help you as we recover from the COVID-19 health crisis?

<b>Additional financial aid</b>		<b>25.0%</b>
“I am going to need financial assistance”	“Funding for rent, utilities, insurance and other necessary bills”	“Information on lawyers who can help with bankruptcy or taxes at a reduced fee”

<b>Reduce restrictions/allow businesses to reopen</b>		<b>14.1%</b>
“Lifting the shelter in place order as our numbers are not that of Chicago”	“Differentiate between urban cities and rural communities on policy and restrictions and [guidelines] for doing business based on population and infected areas.”	“let us open our businesses we are drowning and probably will not recover if we could have just lowered the [amount] of customers coming in like 10 inside”

<b>Assistance with paperwork/programs</b>		<b>9.4%</b>
“It would be extremely helpful to have a class on "how to" apply for these loans and programs that claim they can help you with resources for your business”	“Assistance with any grant opportunities available for a women-owned private practice that just opened in the beginning of February.”	“More help/guidelines on PPP loan forgiveness forms”

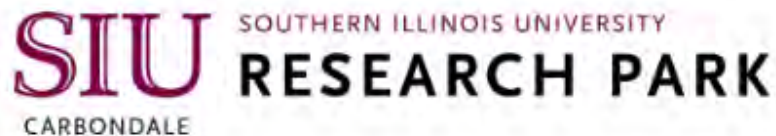
# SURVEY



## COVID-19 Impact on Southern Illinois Businesses

The SIU Research Park is seeking information about the challenges your business or organization is facing as a result of COVID-19. Please answer these questions as openly and honestly as you can. Your answers will help us understand how COVID-19 is affecting businesses in our region, what gaps exist, and what resources are needed to help businesses not only survive but emerge even better and stronger. The results of this survey will only be presented in aggregate form. All personal information and individual responses will be kept confidential.

Please respond before noon on **Monday, May 4, 2020.**



Which industry best represents your business?



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Please select the county that would best represent the primary location of your business.

Franklin

Jackson

Jefferson

Perry

Williamson

Not listed (please specify):



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What is the zip code of the primary location of your business?





How would you characterize the ownership of your business? (Select all that apply)

Locally-owned

Out-of-state-owned

Out-of-country-owned

Minority-owned

Woman-owned

Veteran-owned

Other (please specify):







How long has your business been in operation?

Opened after February 15, 2020

Less than a year

1-2 years

3-5 years

6-10 years

More than 10 years





Do you lease or own your workspace?

Lease

Own

Not Applicable (no physical space)





Have you asked your landlord or property manager for rent relief?

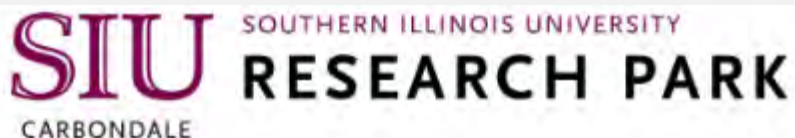
Yes, I asked and am receiving rent relief

Yes, I asked but did not receive rent relief

No, did not ask

Rent relief is not necessary at this time





How many full-time employees do you have?

One person (I am the only employee as owner)

2-5 employees

6-10 employees

11-20 employees

21-50 employees

51-100 employees

101-250 employees

More than 250 employees





How many part-time employees do you have?

One person (I am the only employee as owner)

2-5 employees

6-10 employees

11-20 employees

21-50 employees

51-100 employees

101-250 employees

More than 250 employees





How many of your employees have you had to lay off (i.e., let go indefinitely, they are no longer employees) so far, as a result of COVID-19?

0

1-5

6-10

11-20

21-30

More than 30

Entire workforce





How many of your employees have you had to furlough (i.e., mandatory, temporary time off without pay, but still employed and possibly receiving benefits) so far, as a result of COVID-19?

0

1-5

6-10

11-20

21-30

More than 30

Entire workforce



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Do you have an online sales component?

Yes

No

Not applicable



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What percentage of your revenue came from online sales before COVID-19?

0%

50%

100%






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What percentage of your revenue comes from online sales now?

0% 50% 100%



← →

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How has your business revenue changed since COVID-19 became a widespread concern in early March 2020?





What is the amount of gap funding you would need to stay afloat through June 1, 2020?

Less than \$2,500

\$2,501-\$5,000

\$5,001-\$10,000

\$10,001-\$20,000

\$20,001-\$50,000

\$50,001-\$100,000

More than \$100,000

No gap funding needed



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If business disruption continues at the current rate, how soon will your business be at risk of closing permanently?

Less than one month

1-2 months

3-5 months

More than five months

Not a concern at this point





How has COVID-19 affected your business or organization? (Select all that apply)

Added expenses to mitigate public safety (e.g., cleaning supplies, gloves, masks, etc.)

Modified/reduced business hours

Disrupted supply chain

Changed insurance

Forced me to either enhance or establish alternative mode of business operation to sell and deliver products (e.g., online, telephone)

Changed business model

Laid off/furloughed employees/changed job assignments

Implemented remote work

Cancelled events

Lost revenue

Increased consumer demand for our product/services

Decreased consumer demand for our product/services

Changed business model

Laid off/furloughed employees/changed job assignments

Implemented remote work

Cancelled events

Lost revenue

Increased consumer demand for our product/services

Decreased consumer demand for our product/services

Business closed permanently

Business closed temporarily

Changed products/services offered

Other (please specify):



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Please rate the extent to which you are concerned about the following:

	Not at all concerned	Slightly concerned	Moderately concerned	Very concerned	Extremely concerned
Losing business (e.g., clients, projects, sales)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Losing customer traffic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting inventory/supplies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making payroll this pay period and beyond	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining employees' financial welfare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paying this month's rent/mortgage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Losing employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Completing paperwork associated with accessing monetary support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moving more inventory online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting employees' health and safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify): <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





What gap finance program(s) have you applied for or are you considering applying for, if any? (Select all that apply)

Federal Small Business Administration (SBA) Economic Injury Disaster Loan (EIDL)

SBA Small Business Debt Relief

Federal Paycheck Protection Program (forgivable loan)

Downstate Stabilization Grant Program

IRS Employee Retention Tax Credit

Chamber Disaster Fund (grant)

Local bank (loan)

Lottery for State Hospitality Fund (grant)

Go Fund Me or other public fundraising

Private dollars with friends and family helping to fund us

Pandemic Unemployment Compensation

Local bank (loan)

Lottery for State Hospitality Fund (grant)

Go Fund Me or other public fundraising

Private dollars with friends and family helping to fund us

Pandemic Unemployment Compensation

I'm not sure if I'll be applying for anything

Other (please specify):







What gap finance program(s) have you received? (Select all that apply)

Federal Small Business Administration (SBA) Economic Injury Disaster Loan (EIDL)

SBA Small Business Debt Relief

Federal Paycheck Protection Program (forgivable loan)

Downstate Stabilization Grant Program

IRS Employee Retention Tax Credit

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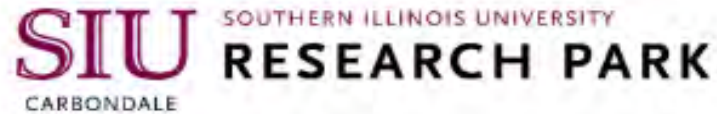
Private dollars with friends and family helping to fund us

Pandemic Unemployment Compensation

I did not apply

Other (please specify):





What gap finance program(s) have you received? (Select all that apply)

Federal Small Business Administration (SBA) Economic Injury Disaster Loan (EIDL)

SBA Small Business Debt Relief

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Local bank (loan)

Lottery for State Hospitality Fund (grant)

Go Fund Me or other public fundraising

Private dollars with friends and family helping to fund us

Pandemic Unemployment Compensation

I did not apply

Other (please specify):



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To what extent would the following forms of assistance be helpful to you or your business right now?

	Not at all helpful	Slightly helpful	Moderately helpful	Very helpful	Extremely helpful
Information on costs and risks for providing new services like delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More guidance on how to modify my business model	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Penalty-free extensions on expenses (e.g., rent, utilities, supplies, inventory)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical training on social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical training on website development and e-commerce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More in-depth information about available financial assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information on how to sell my brand/business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information on how to communicate with my customers during this crisis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cash flow management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assistance for laid-off and furloughed workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supply chain management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assistance with hiring new employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities to talk with and learn from other business owners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify): <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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Which local resources have you accessed for assistance during this time? (Select all that apply)

- Bank
- Community college
- Illinois Small Business Development Center (SBDC) at SIU (sbdc.siu.edu)
- Local Chamber of Commerce
- Local city government
- ManTraCon
- Other business owners
- Regional economic development organization
- Southern Illinois University (faculty/staff/department)
- Other (please specify):



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Is there anything else that would help you as we recover from the COVID-19 health crisis?



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Which of the following would you like to receive? (Select all that apply)

A copy of the survey results and report

Updates and information from the Illinois Small Business Development Center (SBDC) at SIU

I do not want either one at this time





THANK YOU FOR YOUR TIME. WE ARE ALL IN THIS TOGETHER!

Adapt and survive, innovate and thrive™



# CONTACT INFORMATION

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