

2022

Chicagoland Small Business Outlook Survey

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QUINLAN
SCHOOL *of* BUSINESS



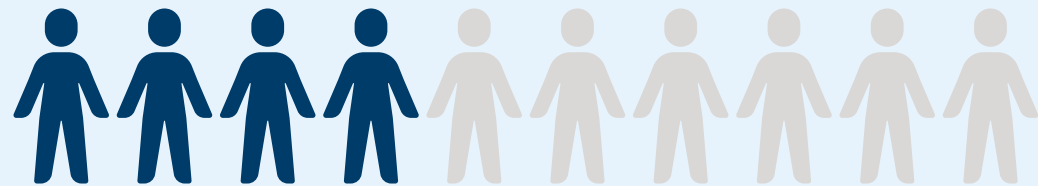
67%

hired new employees in
the last 12 months



38%

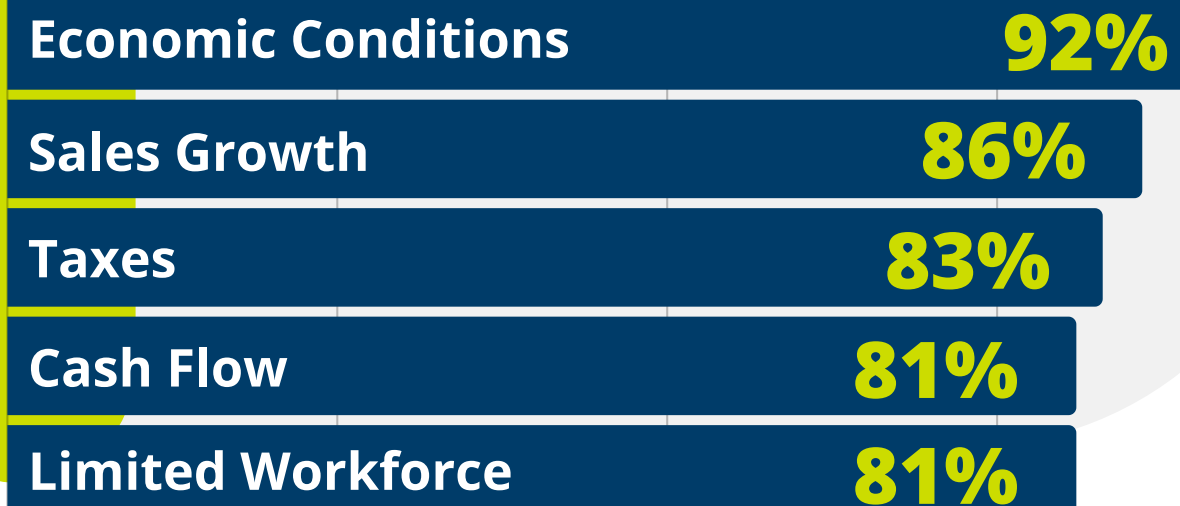
expect to add full-time employees
in the next 12 months



38%

expect to add part-time employees
in the next 12 months

Most Common Concerns Facing Small Businesses



A Post-Pandemic Workforce

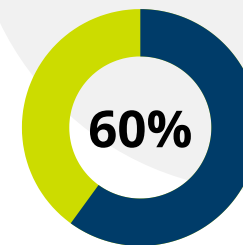
**As the Chicago economy emerges from the
pandemic, the next era of the city's workforce
will look different from the one that preceded it.**

Increased Focus on Digital Performance

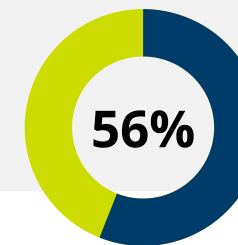
As the pandemic disrupted traditional business models, small businesses adapted to a digital-first ecosystem, which helped to expand their reach.

Small Businesses Plan to Increase the Use of Technology Over Next 12 Months

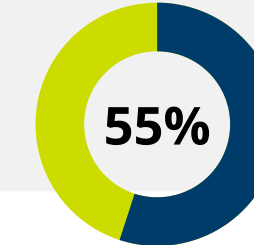
Web/Social Analytics



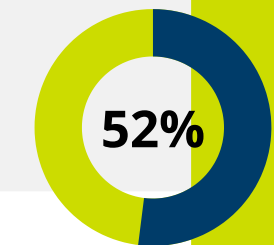
Customer Database



E-Commerce



Remote Work & Teleconferencing



currently sell products or services using an online platform

52%



increased their digital platform usage in the past 12 months

66%



rated the performance of their business as **better** compared to the start of the pandemic

54%

75%

say promoting gender and racial equality is practiced



73%

say their company's recruiting efforts support a more diverse environment



80%

say their company makes sure people are safe and included



59%

of employees support anti-racist training and initiatives



Drivers of Diversity, Equity, and Inclusion

Small businesses are on the front lines of inclusion efforts throughout the city and are vital in increasing opportunities and inclusivity for all.



CHICAGOLAND
CHAMBER OF COMMERCE

Methodology

The goal of the 2022 survey was to measure the sentiment of small business owners towards conducting business in the Greater Chicago area. The survey included 45 questions capturing small business demographic, concerns, needs, and post-pandemic recovery trajectories. The survey was distributed electronically from November 2021 to February 2022. One hundred seventy-six surveys were completed. The questions included in the report had a response rate of at least a hundred respondents.